



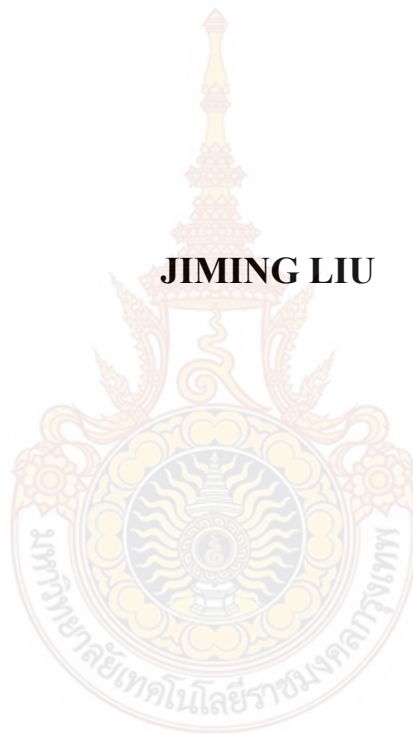
**THE INFLUENCE OF SERVICE QUALITY AND SOCIAL MEDIA  
SEARCH ON TOURISTS' SATISFACTION TOWARDS TRAVEL  
AGENCIES IN ZHOUSHAN CITY, ZHEJIANG PROVINCE,  
EASTERN CHINA**

**JIMING LIU**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE  
INSTITUTE OF SCIENCE INNOVATION AND CULTURE  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHAP  
ACADEMIC YEAR 2023  
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EASTERN CHINA

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| <b>Thesis</b>   | THE INFLUENCE OF SERVICE QUALITY AND SOCIAL MEDIA SEARCH OF TOURISTS' SATISFACTION TOWARDS TRAVEL AGENCIES IN ZHOUSHAN CITY, ZHEJIANG PROVINCE, EASTERN CHINA |
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| <b>Year</b>     | 2024                                                                                                                                                          |

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## ABSTRACT

This research aimed to study the influence of service quality of travel agencies and social media search on Chinese tourists' satisfaction in Zhoushan Zhejiang to provide recommendations to improve the business for travel agencies in Zhoushan Zhejiang. The conceptual framework was laid out for the SERVQUAL, social media search, and expectation confirmation models. The sample was 405 tourists who traveled to Zhoushan Zhejiang, China, using the top three leading travel agencies. Descriptive statistics were used to analyze data, including Frequencies, Mean, and Standard Deviation. In comparison, inferential statistics were Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression. The analysis found that most respondents were females, married, 36-45 years old, housewives, and earn 5,001-8,000 yuan of monthly income. The hypotheses found that the difference in marital status affected tourists' satisfaction in confirming expectations differently. Service quality of travel agencies, including *reliability* and *assurance*, and social media search, including *information sharing* and *information search*, influenced Chinese tourists' satisfaction in Zhoushan Zhejiang. The recommendations to improve travel agencies' business are provided in detail.

**Keywords:** Travel agency service quality, social media search, Chinese tourist satisfaction, Zhoushan Zhejiang, Expectation confirmation model

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Jiming LIU

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background and Rationale**

Travel agencies are an essential part of tourism. They provided tourists with various products and services and played an essential role in tourist destinations' economic and social development, cultural exchanges, and ecological protection. With the rapid development of China's economy and society and the continuous improvement of people's living standards, tourism demand is growing continuously, and the tourism consumption structure is also constantly upgraded. Tourists have higher expectations for the service quality of the travel agencies (Mohamed, 2006).

In tourism and hospitality research, service quality and customer satisfaction (SQCS) have been some of the most discussed themes in the last two decades. In the past few decades, the research on service quality and customer satisfaction within the tourism and hospitality sector that focused on the role of cognitive and psychological factors in tourists' satisfaction has increased (San Martín & Del Bosque, 2008). However, (Shyju et al., 2023) provided the importance of the new model to research SQCS. Applying artificial intelligence, extensive data analysis, and machine learning in SQCS signals the growth of information technology-assisted research that examines and analyzes customer satisfaction. Jashi (2013) argued that social network consumers can share opinions with millions of consumers about tourism destinations and service quality. Thematic network analysis of the SQCS publications revealed destination loyalty, customer value, customer experience, and emotional labor as essential themes covered in SQCS research in tourism and hospitality (Singh, 2023).

Zhoushan, Zhejiang, is a city on the eastern coast of Zhejiang Province. It consists of the Zhoushan Islands and coastal lands. It has many islands and seaside landscapes, such as Putuo Mountain, Zhujiajian, and Shengsi Islands. Zhejiang Zhoushan Travel Agency is an enterprise engaged in tourism business registered in

Zhoushan City, Zhejiang Province, and approved by the Ministry of Culture and Tourism, China. It mainly provides domestic tourism, outbound tourism, inbound tourism, ticket agency, transportation leasing, business exhibitions, and other services.

According to data from the Zhoushan Municipal Bureau of Culture, Radio, Television, and Tourism, 95 travel agencies exist in Zhoushan City. Chinese tourists have high requirements and expectations for service quality when traveling (Lee et al., 2011). They pay attention to the essential services provided by travel agencies, such as transportation, accommodation, catering, and tour guides, as well as the additional services provided by travel agencies, such as safety, comfort, personalization, and cultural experience. However, the reality is that the service quality of many travel agencies cannot meet the needs and expectations of Chinese tourists, resulting in low tourist' satisfaction with travel agencies (Lee et al., 2011). Some familiar service quality problems include (1) unreliable travel agency services, such as changing itineraries, delaying flights, and canceling reservations; (2) untimely service, such as slow responses, slow processing, slow arrangements; (3) unprofessional services, such as tour guides low level, wrong information, poor attitude; (4) intangible travel agency services, such as outdated facilities, damaged equipment, dirty environment.

On the other hand, social media searches played an increasingly important role in Chinese tourists' travel decisions (Yuan et al., 2022). Due to asymmetry and uncertainty, Chinese tourists tend to obtain or share travel-related information, reviews, promotions, videos, and other content through social media platforms to reduce risks and improve trust. Social media searches can influence all stages of Chinese tourists' travel decision-making, including destination selection, travel agency selection, itinerary arrangements, consumption behavior, and evaluation feedback (Liu et al., 2020). However, there are also some problems and challenges in social media search, such as the quality and authenticity of information, information overload and conflict, and information security and privacy (Buted et al., 2014).

Tourist travel habits in China are evolving from group and individual travel towards more flexible and independent options. This shift reflects Chinese tourists' diverse and personalized preferences and increases service expectations for travel

agencies. Travel companies should offer top-notch, expert, secure, and expedient services while capitalizing on social media benefits to give travelers access to more information, engagement, and memorable experiences (Lange-Faria et al., 2012). Hence, researching the effects of service quality components and social media inquiries on group tourists' satisfaction with travel companies can provide remedies to cater to the novel kind of Chinese globetrotters. Hence, researching the effects of service quality components and social media inquiries on group tourists' satisfaction with travel companies can provide remedies to cater to the novel kind of Chinese globetrotters.

## 1.2 Research Questions

1. What impact do service quality factors of travel agencies have on Chinese tourists' satisfaction in Zhoushan Zhejiang?
2. How do social media searches impact Chinese tourists' satisfaction in Zhoushan Zhejiang?
3. How can travel agencies in Zhoushan Zhejiang improve their business?

## 1.3 Research Hypotheses

Hypothesis 1: The difference in demographic factors, including gender, age, marital status, monthly income, and occupation, influences Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

Hypothesis 2: The service quality of travel agencies influences Chinese tourists' satisfaction in Zhoushan Zhejiang.

Hypothesis 2: Social media search influences Chinese tourists' satisfaction in Zhoushan Zhejiang.

## **1.4 Research Objectives**

To study the influence of service quality of travel agencies on Chinese tourists' satisfaction in Zhoushan Zhejiang.

To study the influence of social media search on Chinese tourists' satisfaction in Zhoushan Zhejiang.

To provide recommendations for improving the business of travel agencies in Zhoushan Zhejiang.

## **1.5 Scope of the Study**

(1) The area of study is tourists who travel to Zhoushan Zhejiang Province and use the top three leading travel agencies, including Zhejiang China Travel Service Group Zhoushan Co., Ltd., Zhoushan China Youth International Travel Service Co., Ltd., and Zhoushan Putuo Mountain International Travel Service Co., Ltd.

(2) This study develops a conceptual framework based on the SERVQUAL model (Lovelock & Wirtz, 2004; Parasuraman, Zeithaml, & Berry, 1985), the Expectation Confirmation Model (Oliver, 1980), and the social media search model (Castronovo and Huang, 2012).

(3) The population for this study is an inbound group with experience using travel agencies in Zhoushan Zhejiang Province. Since there is an unknown population, the sample size using the Taro Yamane table is 400.

## 1.6 Research Framework

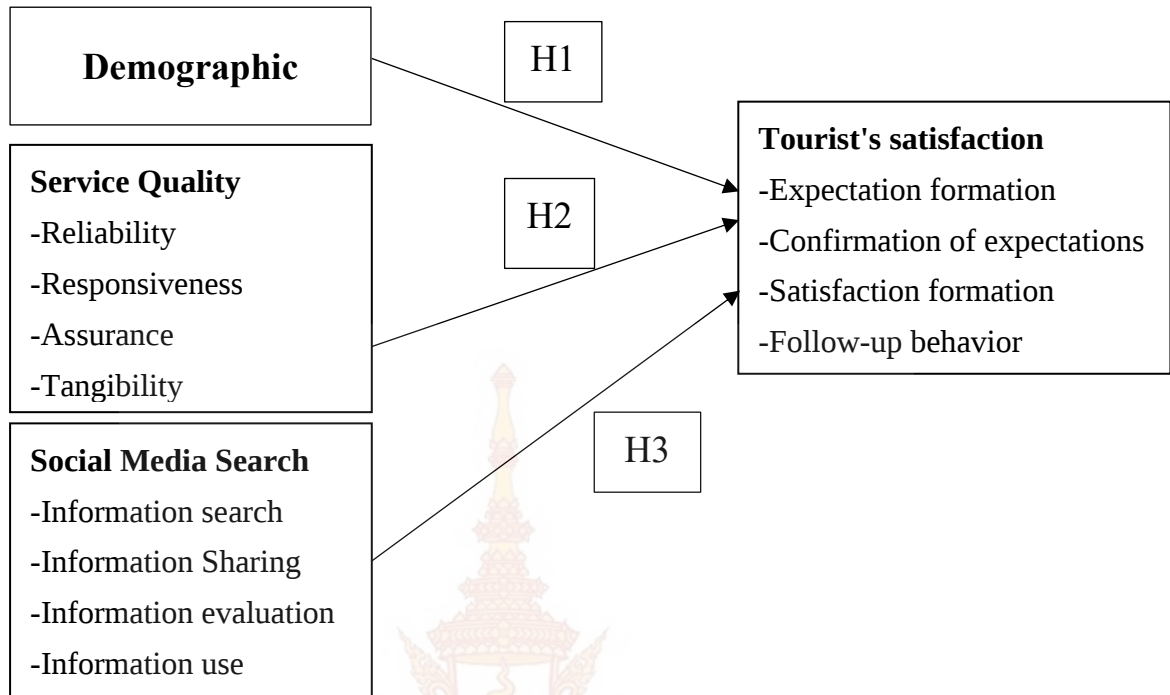


Figure 1.1 Research Framework

## 1.7 Definition of Key Terms

A **travel agency** is an enterprise established following the law to organize and arrange tourism activities as its primary business content and provide tourists with various products and services.

**Service quality** refers to travel agencies' various characteristics and attributes when providing services, including reliability, responsiveness, guarantee, and tangibility. Service quality is the gap between tourists' expectations and feelings about travel agency services. It is also an essential factor influencing tourists' satisfaction with travel agency services and subsequent behavior. The quality of service depends on whether the travel agency can meet or exceed tourists' needs and expectations, and it is also affected by tourists' subjective evaluations and perceptions.

**Reliability** refers to the ability of a travel agency to provide services accurately, timely, and consistently under commitments and expectations. Reliability is the basis of service quality and the prerequisite for tourists' trust and loyalty to travel agencies.

**Responsiveness** refers to the ability of a travel agency to quickly, flexibly, and proactively meet the needs and requirements of tourists. Responsiveness is the core of service quality and the motivation for tourists to be satisfied with and recommend travel agencies. Responsiveness is affected by travel agency service attitude, service efficiency, service innovation, and other factors.

**Assurance** refers to the travel agency's ability to make tourists feel safe and secure through its employees' professional knowledge, skills, courtesy, and trust. Guarantee guarantees service quality and the basis for tourists' trust and dependence on travel agencies. Guarantee ability is affected by the travel agency's service level, standards, and guarantees.

**Tangibility** refers to the ability of a travel agency's service facilities, equipment, personnel appearance, and other tangible elements to leave a good impression and feeling on tourists. Tangibility is the external manifestation of service quality and the basis for tourists' recognition and evaluation of travel agencies. Tangibility is affected by factors such as the travel agency's hardware, software, and environmental conditions.

**Empathy** refers to the travel agency's ability to reflect personalized attention and respect for travelers, such as understanding travelers' needs, providing personalized services, and establishing friendly relationships.

**Social media search** refers to the behavior of tourists obtaining or sharing relevant travel information, reviews, promotions, videos, and other content through social media platforms (such as WeChat, Weibo, and Douyin) before or after choosing a travel agency. Social media search is an essential channel for tourists to obtain or disseminate travel-related information, and it is also an essential factor for tourists to form or change their expectations and feelings about travel agency services. Social

media searches can help tourists reduce risks, improve trust, and influence their consumption behavior and evaluation feedback.

**Information search** refers to the process of individuals or groups searching for and obtaining information from different information sources and channels in order to meet their information needs. Information search can be divided into internal search and external search. The former is based on the information already in memory, and the latter is information beyond the scope of memory. Information search behavior is affected by many factors, such as personal, product/service, and situational characteristics.

**Information sharing** refers to communicating and transferring information between individuals or groups. Information sharing can enhance knowledge, promote cooperation, improve efficiency, and improve decision-making. Information-sharing behavior is affected by many factors, such as trust, reciprocity, motivation, and culture.

**Information evaluation** refers to how individuals or groups judge and analyze the information obtained. Information evaluation can examine the quantity, quality, relevance, timeliness, and other aspects of information. The ability to evaluate information is related to the goals, background knowledge, and standards of the individual or group.

**Information use** refers to how individuals or groups apply the obtained information to practice or innovation. Information utilization can achieve knowledge transformation, problem-solving, learning and development, and other purposes. Information utilization behavior is affected by many factors, such as ability, attitude, and environment.

Tourists' satisfaction refers to the gap between tourists' expectations and confirmation of travel agency services and the resulting attitude and emotional response to travel agency services. Tourists' satisfaction is a core indicator of tourism research and management and a critical factor in the competitive advantage of travel agencies. The level of tourists' satisfaction depends on whether the travel agency can meet or exceed tourists' expectations, and it is also affected by tourists' subjective evaluation and perception.

**Expectation formation** refers to tourists' standards and desires for travel agencies' service quality and results before choosing a travel agency. Expectations are the benchmark for tourists to evaluate and compare travel agency services and are also why tourists are satisfied or dissatisfied with travel agency services. Expectations are influenced by various factors such as personal characteristics, experience, word of mouth, advertising, and social media searches.

**Confirmation of expectations** refers to the evaluation and judgment made by tourists on the quality and results of travel agency services after receiving travel agency services. Confirmation is the result of tourists' inspection and verification of travel agency services, and it is also a manifestation of tourists' satisfaction or dissatisfaction with travel agency services. Confirmation is affected by many factors, such as service process, service results, service personnel, service environment, and service recovery.

**Satisfaction formation** refers to an individual or group's overall evaluation and emotional response to the purchase or use of a product or service. Satisfaction formation is based on expectations and the degree of disconfirmation. Generally speaking, the higher the degree of confirmation, the higher the satisfaction, and vice versa. Satisfaction formation is also affected by other factors, such as personal characteristics, situational factors, and substitutes.

**Follow-up behavior** refers to the related behaviors of individuals or groups after purchasing or using a specific product or service, such as repurchasing, recommending others, complaining, or returning. Subsequent behavior is the result of satisfaction. Generally speaking, the higher the satisfaction, the more positive the subsequent behavior, and vice versa. Subsequent behavior is also affected by other factors, such as personal motivations, social pressure, and competitive strategies.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Related Theories**

##### **2.1.1 Service Quality**

Lovelock and Wirtz (2004) and Parasuraman et al. (1991) found that the service quality of service providers can be measured and evaluated from the perception of the service recipient. According to the following 10 evaluation criteria:

1. Reliability means providing accurate services from the first time of operation, meeting the requirements, and fulfilling promises made to service recipients.
2. Responsiveness means the readiness and willingness of service providers to perform quickly on time.
3. Competence means service providers have the knowledge, skill, and ability to provide services.
4. Access means convenience and ease of access or use of the service.
5. Courtesy means politeness, friendliness, kindness, and respect for others.
6. Communication means speaking or providing information to the client in an easy-to-understand language and listening to the opinions of service users.
7. Credibility means trust, honesty, and consideration of the interests of service recipients.
8. Security means the absence of danger, risk, or suspicion of the service.
9. Understanding the customer means understanding the actual needs of the customer.
10. Tangibles refer to physical features that can be seen.

Later, those ten criteria for evaluating service quality were continuously applied to various service businesses. Until there was a service quality assessment tool called "SERVQUAL" (Lovelock & Wirtz, 2004; Parasuraman et al., 1985) that left only 5 criteria for evaluating service quality.

SERVQUAL is a service quality measurement and management tool that uses a multiple-item scale to assess customer perceptions of service quality in various services and retail businesses. The scale is composed of five constructs previously from service quality: *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* (Lovelock & Wirtz, 2004; Parasuraman et al., 1985). These constructs are based on the gap between customers' expectations and experience, which could be negative or positive if the expectation is higher than the experience or less than or equal to the experience, respectively.

Several pieces of research have been performed about the influence of service quality on user satisfaction in the tourism business. (Masrurul, 2019) found a good relationship between service quality dimensions and customer satisfaction. (Surahman et al., 2020) A high level of service quality increases customer loyalty through customer satisfaction. (Park & Jeong, 2019) stated that among the factors related to tourism, service quality in tourism has received increasing academic attention, e.g., research papers have been published in academic journals that utilize SERVQUAL, the most representative model for measuring service quality (Meesala & Paul, 2018; Rauch et al., 2015).

However, the focus on tourism service quality has not yet been satisfactorily or comprehensively reviewed. In the last few years, several researchers have concentrated on E-service quality information tools such as machine learning and extensive data analysis that are increasingly being used to measure service quality attributes (Kwon et al., 2020; Lee & Lee, 2020; Prentice et al., 2020; and Ying et al., 2020).

Service quality factors for this study refer to the various elements affecting service quality, which can usually be divided into objective and subjective. The objective aspect refers to the service elements that can be controlled and improved by the service provider, such as service facilities, service personnel, and service processes; the subjective aspect refers to the feelings and evaluations of the service recipients about the service, such as service expectations, service perceptions, and service satisfaction. Researchers have proposed different methods of dividing service quality

factors according to different research purposes and objects. In this study, the SERVQUAL model proposed by (Lovelock & Wirtz 2004; Parasuraman et al., 1985) was used to categorize the service quality factors into five dimensions, i.e., Reliability, Responsiveness, Assurance, Tangibility, and Caring, and these five dimensions were explained as follows:

1. Reliability refers to the travel agency's ability to provide accurate and trustworthy services at the time and in the manner promised, e.g., on-time departure, scheduled itinerary, and at the agreed price.

2. Responsiveness refers to the travel agent's ability to respond to travelers' needs and problems promptly and effectively, such as providing advice, resolving complaints, and handling emergencies.

3. Assurance: It refers to the travel agency's ability to provide professional and reputable services that make travelers feel safe and secure, such as possessing qualification certificates, providing insurance, and complying with laws and regulations.

4. Tangibility: It refers to the travel agency's ability to provide suitable facilities, equipment, and personnel image, such as comfortable vehicles, complete equipment, and neat clothing.

5. Empathy: It refers to the travel agency's ability to reflect personalized attention and respect for travelers, such as understanding travelers' needs, providing personalized services, and establishing friendly relationships.

### **2.1.2 Social Media Search**

In the digital world, five information technology (IT) megatrends change organizations and society: mobile, social media, internet of things (IoT), cloud computing, and big data. (Valacich & Schneide, 2023) Social media is an integral part of today's world. It is a digital technology that facilitates the sharing of text and multimedia through virtual networks and communities. In 2023, an estimated 4.9 billion people use social media worldwide. The number of social media users worldwide has swelled to a record 4.9 billion people globally. What is more, this number is expected to jump to approximately 5.85 billion users by 2027 (Wang & Bottroff, 2023). The most

prominent social media platforms are Facebook, YouTube, WhatsApp, Instagram, WeChat, and TikTok. With the limited time, this study concentrates on the popular social media for digital marketing in China.

WeChat is a comprehensive social platform developed by Tencent. WeChat supports various forms of communication, such as text, voice, and video, and provides convenient life services such as WeChat payment, WeChat red envelopes, and WeChat sports. WeChat is China's most popular social software, with over 1 billion active users monthly.

Weibo is currently one of mainland China's most influential and popular Weibo platforms, with 503 million registered users. Users can publish text, pictures, videos, and content of no more than 2,000 characters through the webpage or mobile terminal. They can also follow other users or topics and repost, comment, and like.

Douyin: In China, TikTok is known as Douyin, and it is a separate platform used in the same way. China's most famous short video content platform has as many as 800 million user accounts per month, and 600 million people log into Douyin daily. There has been a 200% increase in the number of users within 2 years, with users spending an average of over 45 minutes per day watching videos on Douyin.

Bilibili: Bilibili is an extended video-sharing platform focusing on animation, games, movies, and other content. It is also known as "China's YouTube". Bilibili has 202 million monthly active users.

Xiao Hong Shu (RED): Xiaohongshu is one of China's most influential youth cultural communities. In 2020, Xiao Hong Shu has exceeded 300 members and has reached 100 million monthly active users. More than 56% of users live in major cities, 72% are millennials, and 85% are women, a group with very high purchasing power today.

Social media search refers to how users obtain, share, and evaluate information through social media platforms. Social media is a network platform that utilizes Internet technology and application software to realize information exchange and social relationship construction among users, such as WeChat, Weibo, Douyin, and Xiaohongshu. Social media search has a wide range of applications in the field of

tourism, such as obtaining tourism information, checking others' comments, participating in tourism promotions, and watching tourism videos. Social media search can influence travelers' perceptions, attitudes, and behaviors, affecting their satisfaction with travel agencies.

Social media search is composed of several constituent elements, and different researchers have proposed different approaches to the composition of social media search based on different research purposes and research objects. This study adopts the social media search model proposed by (Castronovo and Huang, 2012), which categorizes social media search into four dimensions, i.e., information search, information sharing, information evaluation, and information use, and explains these four dimensions as follows:

1. Information search refers to users' access to information about destinations, attractions, hotels, and transportation, through social media platforms, such as browsing travel tips, checking travel information, and subscribing to travel public numbers (Wang and Yan, 2022).

2. Information Sharing refers to users posting or forwarding information about tourism through social media platforms, such as publishing travel logs, uploading travel photos, and recommending travel products (Arica et al., 2022).

3. Information evaluation: Users give feedback or comments on tourism-related information through social media platforms, such as liking, favoriting, rating, and leaving comments (Cheung et al., 2022).

4. Information use refers to the use of information about tourism by users through social media platforms to make decisions or take actions, such as booking hotels, purchasing air tickets, and participating in activities (Arica et al., 2022).

In addition to (Castronovo and Huang, 2012) model, several other models also delineate and measure social media search. For example, (Xiang and Gretzel, 2010) analyzed the role of social media in online travel information search from the perspective of search engines. They argued that search engines are an essential bridge between users and social media sites because users are likely to discover and visit them through search engines. They designed an experiment that simulated a traveler using a

search engine for travel planning by searching predefined keywords and nine U.S. destination names. They also analyzed the frequency and type of social media appearances in the search results. They found that social media accounted for a significant proportion of the search results, indicating that search engines are likely to direct travelers to social media sites. They also found that different social media sites performed differently under different destination names; for example, Wikipedia was more common under the name of a large city. At the same time, YouTube was more common under the name of a natural landscape. They argue that these findings confirm the growing importance of social media in the online travel space. It also provides travelers with more information options and decision-making bases, as well as tour operators with more market opportunities and competitive challenges.

Tourism information retrieval refers to tourists' behavior in obtaining tourism-related information through various channels and methods during the tourism process. The content, channels, and methods of tourism information retrieval are constantly changing with the development of society and technology. Social media applications have become an essential platform for tourists to obtain and share tourism information. Social media applications refer to network applications that use Internet technology and are user-centered to realize information exchange and social relationship building between users, including social networks, blogs, Weibo, WeChat, forums, video websites, picture websites, and Q&A websites.

Kerdpitak and Heuer's (2016) studies found that tourist trust, personal relationships, and facility quality influence tourists' satisfaction. Four indicators can judge the tourists' satisfaction: 1) to come back again, 2) to tell the others, 3) always a compliment, and 4) the absence of any blame.

Tourist trust refers to tourists' sense of trust in factors related to a tourist destination, such as safety, service, and environment. Tourist trust affects their choice, evaluation, and recommendation of tourist destinations. Tourist destinations must provide reliable, professional, tangible, and sympathetic services and a good image of the destination to increase tourists' trust.

Personal relationship refers to intimate relationships, such as family, friendship, and love. Personal relationships affect people's well-being, health, and social support. Factors such as attraction, intimacy, commitment, trust, attachment, and satisfaction are required to maintain and develop personal relationships.

Facility quality refers to the quality of the physical environment, equipment, amenities, and services a facility provides to its customers or tourists (e.g., hotel, restaurant, attraction). Facility quality directly affects customers' or tourists' perceived value, satisfaction, and loyalty, as well as the facility's economic efficiency and competitive advantage.

Tourists' satisfaction reflects whether tourism products and services meet or exceed the expectations of tourists, as well as the impact of tourism on tourists' well-being and quality of life. Tourists' satisfaction is an essential indicator for promoting tourism development and destination loyalty and an effective tool for assessing the competitiveness and sustainability of a destination.

### **2.1.3 Tourists' Satisfaction**

Tourists' satisfaction theory examines tourists' evaluations of tourism products and services. Therefore, meeting or exceeding tourists' expectations is crucial to high satisfaction. According to this theory, satisfaction is a subjective psychological state determined by the contrast between tourists' expectations and experience. If the actual experiences of tourists with tourism products and services surpass their expectations, a positive disparity - or high satisfaction - is created. Conversely, if the actual experiences of tourists with tourism products and services fall short of their expectations, a negative disparity - or low satisfaction - is created.

A classic model for understanding tourists' satisfaction is the Expectation Confirmation Model, as proposed by (Oliver, 1980), which is divided into four stages: expectation formation, confirmation of expectations, satisfaction formation, and follow-up behavior. During the expectation formation stage, tourists will have specific expectations about tourism products and services before traveling, which may be influenced by personal characteristics, social influence, and information sources. Expectation confirmation refers to the evaluation of tourism products and services by

tourists during their travels, whereby they assess the gap between their experience and anticipated expectations. Service quality, tourist attraction elements, and social media influence these variances. Satisfaction formation pertains to tourists' evaluations of tourism products and services after traveling, and these assessments are affected by factors such as emotions, cognition, and attitudes. Follow-up behavior pertains to a range of tourist behaviors that emerge after traveling, including loyalty, word-of-mouth, repeat purchase intention, and more. Satisfaction, personal characteristics, and environmental factors influence these behaviors.

Expectation refers to tourists' expectations for tourism products and services before traveling. Tourism characteristics, travel motivations, social influence, and other factors affect it. Expectations can be divided into three types: ideal expectations, acceptable expectations, and predicted expectations, which respectively reflect tourists' highest, lowest, and most likely levels of expectations for tourism products and services. Expectations can affect tourists' evaluation standards for actual feelings and can also affect tourists' tolerance for different feelings.

Ideal expectations refer to tourists' expectations for the highest level or best state of tourism products and services, which reflects tourists' wishes and dreams.

Acceptable expectations refer to tourists' expectations for the lowest or worst state of tourism products and services. It reflects tourists' tolerance and the bottom line.

Predicted expectations refer to tourists' expectations for the most likely level or realistic state of tourism products and services. It reflects tourists' judgments and expectations.

Confirmation refers to the degree of difference between tourists' expectations and actual feelings after traveling. It is affected by factors such as the quality, value, and satisfaction of tourism products and services. Confirmation can be divided into three types: actual feelings, different feelings, and confirmed feelings, which respectively reflect tourists' experience of tourism products and services, the difference between predicted expectations, and the difference between acceptable expectations. Confirmation can affect tourists' overall evaluation of tourism products

and services and can also affect tourists' behavioral feedback, such as repeat purchases, recommendations, and loyalty.

Actual feelings refer to tourists' experience and perception of tourism products and services after traveling. It reflects tourism products' quality, value, and satisfaction.

Difference in feelings refers to the difference between actual feelings and predicted expectations, which reflects the degree of compliance with tourism products and services.

Confirmation feeling refers to the difference between different feelings and acceptable expectations, which reflects the degree of transcendence of tourism products and services.

## **2.2 Related Studies**

### **2.2.1 The Service Quality of Travel Agencies Influences Chinese Tourists' Satisfaction in Zhoushan Zhejiang**

Service quality refers to the gap between the services provided by service providers to customers and customer expectations. It is an essential indicator for measuring service satisfaction and loyalty. Service quality has five dimensions: reliability, responsiveness, assurance, tangibility, and caring. These five dimensions can be used to evaluate the level of service travel agencies provide tourists regarding planning, organization, execution, and after-sales.

Taking the Qatar banking industry as an example, (Hossain and Leo, 2008) showed that service quality is a strong antecedent of customer satisfaction in the Qatar banking industry and is closely related to customer satisfaction in the Qatar banking industry. Similarly, Chen and Lee (2008) confirmed that service quality positively impacts customer satisfaction among non-shipowners and shippers in Taiwan. Ababneh (2013) confirmed that service quality directly impacts tourists' satisfaction regarding destination facilities, accessibility, and attractiveness. This study believes that service

quality significantly affects tourists' satisfaction, making it an essential factor in the tourism industry to improve satisfaction levels.

This study takes Zhoushan City, Zhejiang Province, as an example to explore the impact of service quality factors on group tourists' satisfaction with travel agencies. Zhoushan City is the largest archipelago city on the East China Sea coast of China. It has numerous marine resources, ecological resources, and cultural resources. It is a national historical and cultural city and a national scenic spot. The tourism industry in Zhoushan City has developed rapidly, receiving more than 70 million domestic and foreign tourists in 2019 and achieving total tourism revenue of 105 billion yuan. However, Zhoushan travel agencies are facing fierce competitive pressure. Improving service quality and satisfying and retaining customers have become urgent problems.

This study uses a questionnaire survey method to collect Zhoushan City group tourists' evaluation of local travel agency service factors and their satisfaction with travel agencies to determine the relationship between the two. This study hypothesizes that service quality factors significantly impact group tourists' satisfaction with travel agencies and that there are differences among each dimension.

### **2.2.2 Social Media Search Influences Chinese Tourists' Satisfaction in Zhoushan, Zhejiang**

Social media search refers to the behavior of obtaining and retrieving travel-related information through social media platforms, such as Weibo, WeChat, Douyin, and Xiaohongshu. Social media search can help tourists understand the destination's characteristics, scenery, culture, food, and other information. They can also see other tourists' evaluations, comments, sharing, and recommendations. Social media searches can influence tourists' emotions, attitudes, and behaviors, thereby affecting tourists' satisfaction.

Social media searches have four impacts on tourists' choice of travel agencies: travel information, positive reviews, travel package promotions, and travel viral videos. Tourism information refers to basic information about destinations or travel agencies on social media, such as geographical location, transportation methods,

introduction to attractions, and services. Positive reviews refer to favorable comments about a destination or travel agency on social media, such as satisfaction, recommendation, and trust. Travel package promotions refer to promotions on social media for destinations or travel agencies, such as discounts, gifts, and cash rebates. Travel viral videos refer to interesting or creative videos about destinations or travel agencies on social media, such as funny, thrilling, and touching.

These four aspects can affect group tourists' satisfaction with travel agencies. Generally speaking, more and better travel information can increase group tourists' awareness and trust in travel agencies; more and higher positive reviews can increase group tourists' favourability and trust in travel agencies; more and more favorable travel package promotions can Increase group tourists' attraction and choice of travel agencies; more and more exciting travel viral videos can increase group tourists' interest and expectations in travel agencies. Therefore, this study explores the extent and manner in which these four aspects influence group tourists' satisfaction with travel agencies.

Wang (2017) analyzed the impact of social media quality dimensions (system quality, information quality, and service quality) on user satisfaction, and the results showed that system quality, information quality, and service quality were all related to social media user satisfaction in Thailand and China Positively related. (Udomsukh & Tiangsoongnern, 2018) Found that social media search behavior on Facebook and YouTube platforms has a significant relationship with the purchasing behavior of ASEAN tourists in Thailand. Social media search behaviors include information searches, positive reviews, travel package promotions, and viral travel videos.

This study uses a questionnaire survey method to collect Zhoushan City group tourists' evaluations of social media searches and their satisfaction with travel agencies to determine the relationship between them. This study hypothesizes that social media search has a significant positive impact on group tourists' satisfaction with travel agencies and that there are differences among various aspects.

## 2.3 Zhoushan City, Zhejiang Province

### 2.3.1 Tourists' Attraction

Zhoushan, Zhejiang Province, is China's most significant fishing ground, with rich seafood resources and marine culture. Visitors can taste a variety of fresh and delicious seafood, such as sea oysters, sand shrimps, conch, and shark fins. They can also visit fishing villages, fishing harbors, and fishing museums to learn about the life and history of fishermen.

Zhoushan, Zhejiang Province, is an island city with 2,085 islands with diverse island scenery and coastal landscapes. Visitors can take a boat trip to each island and enjoy different natural and humanistic landscapes, such as golden sand beaches, reef clusters, coconut grove scenery, ancient villages, and lighthouses.

Zhoushan, Zhejiang Province, is a religious holy land with the famous Buddhist Mountain Putuo Mountain. Visitors can make pilgrimages to Guanyin in the South China Sea, visit various temples, pagodas, caves, and other religious buildings, and experience the mysterious religious atmosphere and cultural heritage.

Zhoushan, Zhejiang, is a historical city with a long history and rich cultural heritage. Tourists can explore various historical sites and cultural attractions, such as Dinghai Ancient City, Dongsha Ancient City, Gouqi Island, and Dongji Island, to learn about Zhoushan's historical changes and cultural heritage.

There are several reasons Chinese tourists like Zhoushan Zhejiang, and some of the reasons are as follows.

**Location:** Zhoushan Zhejiang is located in the Yangtze River Delta region and is not far from major cities such as Shanghai, Hangzhou, and Ningbo, making it suitable for weekend or short-term trips. Tourists can easily reach Zhoushan by car, plane, or high-speed train and take the Ningbo bus.

**Environment:** Zhoushan, Zhejiang Province, has an excellent ecological environment with fresh air and clear water, which makes it a suitable place for leisure and vacation. Tourists can get away from the city's pollution, relax, and enjoy the beauty of nature.

Culture: Zhoushan, Zhejiang Province, has unique regional characteristics and folk customs. Tourists can experience island customs and fishermen's lives that are different from those in the inland areas, and they can experience various exciting activities and festivals.

Services: Zhejiang Zhoushan offers a diverse range of tourism products and services, e.g., history and culture, religious beliefs, natural scenery, seafood and cuisine, leisure and entertainment, or adventure and excitement.

### **2.3.2 Current Situation of Travel Agency in Chinses Travel Agencies**

According to statistics from the Ministry of Culture and Tourism of China, as of December 31, 2022, the total number of travel agencies nationwide was 45,162 (calculated based on the number of travel agencies in the fourth quarter of 2022), an increase of 6.43% from 2021. Except for the number of travel agencies in Tibet remained unchanged, the number of travel agencies in the remaining 31 regions increased to varying degrees. Five regions, including Yunnan, Hainan, Guizhou, Xinjiang, and Fujian, experienced an increase of more than 10%, with Yunnan having the most significant increase of 35.56%. The number of travel agencies in Guangdong, Beijing, Jiangsu, Zhejiang, and Shandong exceeds 2,500, with Guangdong having the most significant number of 3,754. In addition, the number of travel agencies in Tibet, Ningxia, and Xingtuan is less than 500, at 310, 206, and 177, respectively.

The total assets of national travel agencies in 2022 are 259.196 billion yuan, of which total liabilities are 210.991 billion yuan and total owners' equity is 48.205 billion yuan. There are 243,227 employees in travel agencies nationwide, including 161,375 with a college degree or above and 82,047 tour guides with labor contracts.

Chinese travel agencies also face some problems and challenges in the development process, mainly in the following aspects:

Affected by the COVID-19 epidemic, the business of Chinese travel agencies has been severely impacted and suffered losses, especially high-risk and high-income businesses such as outbound travel and group travel. According to data from the Chinese Ministry of Culture and Tourism, in 2020, the number of Chinese outbound

tourists was only 3.4138 million, a year-on-year decrease of 94.57%; the number of domestic tourists was only 57.7271 million, a year-on-year decrease of 67.31%. The revenue of China Travel Agency was only 238.969 billion yuan, a year-on-year decrease of 66.34%.

Affected by competition from Internet platforms and independent travel, Chinese travel agencies' traditional advantages and market share have been weakened and eroded, especially among young people and high-end groups. According to data from iResearch and Ctrip, in 2020, China's online travel market reached 1.1 trillion yuan, accounting for 73.3% of the entire tourism market; the independent travel market reached 1.5 trillion yuan, accounting for 100%.

Questioned by service quality and credibility, customer satisfaction and loyalty of Chinese travel agencies have been affected and declined, especially in aspects such as safety, price, and transparency. According to data from the China Consumers Association and Black Cat Complaints, in 2020, Chinese consumers complained about 36,000 travel agencies, accounting for 12.6% of all complaints; the most common reasons for complaints were demanding refunds, poor service, and inflated prices.

The main ways in which Chinese travel agencies provide destination information are as follows:

Publish destination information through official websites or WeChat public accounts and other self-media platforms, such as introducing the destination's scenery, culture, history, and characteristics and providing relevant pictures, videos, maps, and other materials.

Publish destination information through partners or third-party platforms, such as cooperating with local governments, scenic spots, and hotels to promote destinations and use online travel platforms such as Douyin, Ctrip, Xiaohongshu, and Qunar for promotion and sales.

Publish destination information through offline activities or live broadcasts, such as organizing or participating in various exhibitions, road shows, salons, and other activities, and inviting professionals or Internet celebrities to make on-site introductions or share online to attract customers' attention and interest.

The working method of China Group Tourist Travel Agency mainly includes the following steps:

1. Product development. Travel agencies design different outbound group tourism products and routes based on market demand and destination characteristics, including itinerary arrangements, attraction selection, accommodation and catering, transportation methods, tour guide services, and formulate corresponding prices and contract terms.

2. Product sales. Travel agencies promote and sell outbound group travel products to potential customers through online and offline channels, including websites, WeChat, APPs, stores, and telephones, and sign travel contracts with customers and collect deposits or full payment.

3. Product reservation. Travel agencies book required services from overseas suppliers or partners based on contract stipulations and customer needs, including air tickets, hotels, cars, attraction tickets, and visas, and confirm service content and quality standards with suppliers or partners.

4. Product execution. Travel agencies arrange professional tour leaders or tour guides to take customers on outbound tours. They are responsible for customer pick-up, safety, explanation, and other services, as well as coordinating and handling possible problems or complaints to ensure customer satisfaction and loyalty.

5. Product evaluation. Travel agencies collect customer evaluations and feedback on outbound group travel products and services after the customer has completed their trip. They conduct product improvement and optimization based on the evaluation and feedback to improve service quality and competitiveness.

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter begins with the research design, population and samples, data collection methods, research instrument, and data analysis used in this study, which is described in terms of statistical techniques and their interpretation.

#### 3.1 Research Design

This study investigates the influences of service quality of travel agencies and social media searches on Chinese tourists' satisfaction in Zhoushan, Zhejiang, China. The conceptual framework was developed based on the SERVQUAL model (Lovelock & Wirtz, 2004; Parasuraman et al., 1985), the social media search model (Castronovo and Huang, 2012), and the expectation confirmation model (Oliver, 1980). The SERVQUAL model includes *reliability*, *assurance*, *tangibility*, and *empathy*. The social media search model includes *information search*, *sharing*, *evaluation*, and *use*. The exception confirmation model includes *expectation formation*, *confirmation of expectations*, *satisfaction formation*, and *follow-up behavior*.

#### 3.2 Research Population and Samples

##### 3.2.1 Population

This research emphasizes the inbound Chinese tourists; therefore, the research population is tourists traveling to Zhoushan, Zhejiang, China, using the top three travel agencies. Table 3.1 shows the number of Chinese tourists traveling to Zhoushan Zhejiang from Zhoushan municipal people's government during the past 3 years, which indicates the increasing number of tourists traveling to Zhoushan, Zhejiang, China.

Table 3.1 Statistics on the Number of Chinese Tourists Traveling to Zhoushan Zhejiang

| Duration                 | Number of Chinese tourists |
|--------------------------|----------------------------|
| January – November, 2021 | 98,270,000                 |
| January – August, 2022   | 76,780,000                 |
| January – June, 2023     | 69,100,000                 |

### 3.2.2 Samples

The sample was collected from tourists who traveled or used to travel to Zhoushan, Zhejiang, China, by using the top three travel agencies. Due to the infinite population, the sample size is calculated using Cochran's formula.

$$\begin{aligned}
 n &= \frac{P(1-P)Z^2}{e^2} \\
 &= \frac{0.5*0.5*1.96^2}{(.05)^2} \\
 &= 384.16 \cong 385
 \end{aligned}$$

An additional 20 samples were collected just in case of error and for the integrity of the data. Therefore, the total sample size is 405 samples. Data were collected from tourists who traveled or used to travel to Zhoushan, Zhejiang, China, by using the top three leading travel agencies. The sample size from each travel agency is shown in Table 3.2

Table 3.2 Sample Size of Inbound Tourists Using the Top Three Travel Agencies

| Travel Agencies                                                | Sample |
|----------------------------------------------------------------|--------|
| Zhejiang China Travel Service Group Zhoushan Co., Ltd.,        | 135    |
| Zhoushan China Youth International Travel Service Co., Ltd.    | 135    |
| Zhoushan Putuo Mountain International Travel Service Co., Ltd. | 135    |
| Total                                                          | 405    |

### **3.2.3 Sampling Methods**

The stratified sampling method is used to ensure the reliability and representation of the research. Firstly, the proportion of each travel agency in the sample will be determined based on their scale and number of tourists. The quota sampling method determines the sample size for each travel agency. In each travel agency, the convenient sampling method is applied.

### **3.3 Data Collection**

Various data collection methods were employed to collect data on the influence of service quality, social media search, and tourist satisfaction towards travel agencies in Zhoushan, Zhejiang. Firstly, the structured questionnaire survey was designed and distributed online through [www.wjx.cn](http://www.wjx.cn). Secondly, the questionnaire link of the online survey platform was sent to target samples by travel agencies. Thirdly, the questionnaire link of the online survey platform was sent to tourists who cooperated to share links with their friends and family.

### **3.4 Research Instrument**

A questionnaire was designed and used as a tool for collecting data. The tool has been developed with the following steps:

1. Study methods for developing questionnaires from related documents and textbooks.
2. Study-related concepts, theories, and research documents. By considering various details to cover the stated research objectives.
3. Draft the questionnaire following the conceptual framework and objectives of the research to be used to collect data from sample groups.
4. The developed questionnaire was evaluated by 3 experts in the field for content validity, e.g., checking language understanding and appropriateness of the content.

5. The adjusted questionnaire based on the experts' comments was used for a pretest, and data was collected from 30 samples. The data were used to calculate the reliability test.
6. Take the wholly edited questionnaire and pass the reliability test to collect data from the next designated sample group.

An online questionnaire survey research was set up and used to collect relevant data for this study. The questionnaire was divided into four parts.

### **Part 1: Demographic Information**

In this section, participants were asked to provide their demographic information, including gender, age, marital status, monthly income, and occupation. The questionnaire is a checklist type.

### **Part 2: Service Quality**

This section assesses the travel agencies' service quality, including *reliability, responsiveness, assurance, tangibility, and empathy*, that may influence the tourists' satisfaction. The questionnaires are designed to collect the respondent's opinions using a 5-point Likert scale.

### **Part 3: Social Media Search**

This section assesses social media search behavior, including *information search, information sharing, information evaluation, and information use*. That may influence the tourists' satisfaction. The questionnaires are designed to collect the respondent's opinions using a 5-point Likert scale.

### **Part 4: Tourists' Satisfaction**

This section assesses tourists' satisfaction with travel agencies, including *expectation formation, confirmation of expectations, satisfaction formation, and follow-up behavior*. The questionnaires are designed to collect the respondent's opinions using a 5-point Likert scale.

From parts 2 – 4, the respondents were asked to rate their level of opinion about the questions in terms of the degree of agreement or disagreement that the following numbers can indicate: 1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; and 5: Strongly agree. The interpretation of the average values is shown in Table 3.3.

The questionnaire has a paragraph dedicated to the nature and purpose of this study. Respondents were informed that their contributions were significant and valuable. The questionnaire takes only 5 minutes to complete.

Table 3.3 Score Level, Average Value, and Meaning

| Score Level | Average Value | Meaning   |
|-------------|---------------|-----------|
| 5           | 4.50 – 5.00   | Excellent |
| 4           | 3.50 – 4.49   | Good      |
| 3           | 2.50 – 3.49   | Moderate  |
| 2           | 1.50 – 2.49   | Less      |
| 1           | 1.00 – 1.49   | Least     |

### 3.5 Content Validity and Reliability

The content validity test using Item Object Consistency (IOC) and the reliability test using Cronbach's Alpha were performed as the following details to ensure the quality and confidence of the questionnaires.

#### 3.5.1 Content Validity

Three experts who have expertise in creating research tools and those who manage the travel agency examined the content and the measurement of the questions to cover and complete the research issues. The experts are required to rate the questionnaires according to the following meaning.

+1 The question is consistent with the content of the measurement objective.

0 Not sure that the question is consistent with the content of the measurement objective.

-1 The question is not consistent with the content of the measurement objective.

The results from all expert's evaluations were used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$$\text{IOC} = \Sigma R / N$$

Where  $\Sigma R$  = total rating score from all experts for each question  
 $N$  = number of experts

If the calculated IOC index is greater than or equal to 0.5, it is considered that the questionnaire is measured following the research objectives. Therefore, questions with an IOC index of 0.5 or higher will be chosen. If any question has a value that does not reach the 0.5 criterion, but it is necessary to use that question to cover what needs to be measured, that question will be revised again according to the advice of experts. For the questionnaires used in this study, the IOC index is more than 0.5 (See Appendix A). Therefore, all the contents of the questionnaires passed the validity test.

### 3.5.2 Reliability Test

The questionnaire was pre-tested with 30 qualified samples to test their understanding of the corresponding questions. The internal consistency was measured using Cronbach's alpha coefficient ( $\alpha$ ) test method to test the confidence of the tools used in this research. The reliability result of the questionnaires has Cronbach's alpha coefficient value of 0.796 (See Appendix B), which is greater than 0.7. It is indicated that the questionnaire is acceptable and reliable.

## 3.6 Data Analysis

The statistics used to analyze data are both descriptive statistics and inferential statistics.

### 3.6.1 Descriptive Statistics

Descriptive statistics were used to analyze the respondents' demographics, including gender, age, marital status, monthly income, and occupation. The frequency, percentage, and mean were used to analyze data.

### 3.6.2 Inferential Statistics

The inferential statistics used to test hypotheses at the statistical significance level of 0.05 are as follows.

Hypothesis 1: The difference in demographic factors, including gender, age, marital status, monthly income, and occupation, affect Chinese tourists' satisfaction in Zhoushan Zhejiang differently

Independent sample t-test and One-way ANOVA were used to analyze data.

Hypothesis 2: The service quality of travel agencies influences tourists' satisfaction in Zhoushan Zhejiang, China

Hypothesis 3: Social media search influences tourists' satisfaction in Zhoushan Zhejiang, China

The multiple linear regression analysis was used to analyze data for hypotheses 2 and 3.



## **CHAPTER IV**

### **ANALYSIS RESULTS**

The impact of tourist group service quality and social media search on travel agency satisfaction in Zhoushan City, Zhejiang Province, was analyzed using a statistical software package on 405 samples. The independent variables used in this study included demographic factors, service quality, and social media searches. The dependent variable is tourists' satisfaction.

#### **4.1 Descriptive Statistics**

The sample of this study was 405 visitors who used a travel agency to visit Zhoushan, Zhejiang, China. This section presents the descriptive statistics results for demographic factors and variables.

##### **4.1.1 Demographic Factors**

Demographic questions were asked regarding six areas, including gender, marital status, age, educational level, monthly income, and occupation, as shown in Table 4.1.

Table 4.1 Analysis of Demographic Factors

| <b>Gender</b>            | <b>Frequency</b> | <b>Percent</b> |
|--------------------------|------------------|----------------|
| Male                     | 172              | 42.5           |
| Female                   | 233              | 57.5           |
| Total                    | 405              | 100            |
| <b>Age</b>               | <b>Frequency</b> | <b>Percent</b> |
| 20-25 years old          | 37               | 9.1            |
| 26-35 years old          | 69               | 17.0           |
| 36-45 years old          | 138              | 34.1           |
| 46-55 years old          | 103              | 25.4           |
| 56 years old or older    | 42               | 10.4           |
| Total                    | 405              | 100.0          |
| <b>Income</b>            | <b>Frequency</b> | <b>Percent</b> |
| Lower than 3,000 yuan    | 54               | 13.3           |
| 3000-5000 yuan           | 99               | 24.4           |
| 5001-8000 yuan           | 138              | 34.1           |
| 8,001-12,000 yuan        | 88               | 21.7           |
| More than 12,000 yuan    | 26               | 6.4            |
| Total                    | 405              | 100.0          |
| <b>Marital status</b>    | <b>Frequency</b> | <b>Percent</b> |
| Single                   | 131              | 32.3           |
| Married                  | 255              | 63.0           |
| Divorced                 | 19               | 4.7            |
| Total                    | 405              | 100.0          |
| <b>Occupation</b>        | <b>Frequency</b> | <b>Percent</b> |
| Student                  | 14               | 3.5            |
| Government employee      | 50               | 12.3           |
| Private company employee | 63               | 15.6           |
| Freelancer               | 56               | 13.8           |
| Housewife                | 91               | 22.5           |
| Unemployed               | 25               | 6.2            |
| Merchant                 | 83               | 20.5           |
| Teacher                  | 23               | 5.7            |
| Total                    | 405              | 100.0          |

Table 4.1 shows the descriptive analysis of the demographic factors of this study, which focuses on tourists who used travel agencies in Zhoushan City, Zhejiang Province. There are 405 tourists in the sample. In terms of gender, number of males (42.5%) and females (57.5%) are not much difference. Most tourists are married (63.0%), followed by single 32.3% and divorced 4.7%. Regarding age, the majority groups are 36–45 (34.1%), followed by 46–55 (25.4%). In terms of income, the majority group had an income of 5,001-8,000 yuan (34.1%). For the occupation, tourists came from various occupations, the more prominent being housewives (22.5%) and businessmen (20.5%). The diversity of the sample on these demographic factors provides a comprehensive basis for this study.

#### 4.1.2 Descriptive Statistics of Independent and Dependent Variables

The analysis of opinion level on 5-point Likert scales of service quality, social media search, and tourists' satisfaction using mean value and standard deviation can be summarized as follows.

Table 4.2 Frequency and Percentage of Service Quality

| Service quality             | Level of Opinion |    |     |     |    | Mean | SD    | Meaning  | Rank |
|-----------------------------|------------------|----|-----|-----|----|------|-------|----------|------|
|                             | 1                | 2  | 3   | 4   | 5  |      |       |          |      |
| Reliability                 | 3                | 93 | 137 | 101 | 71 | 3.36 | 1.042 | Moderate | 4    |
| Responsiveness              | 5                | 92 | 142 | 103 | 63 | 3.31 | 1.028 | Moderate | 5    |
| Assurance                   | 2                | 91 | 128 | 101 | 77 | 3.38 | 1.062 | Moderate | 3    |
| Tangibility                 | 5                | 81 | 150 | 90  | 79 | 3.39 | 1.051 | Moderate | 1    |
| Empathy                     | 7                | 90 | 127 | 103 | 78 | 3.38 | 1.083 | Moderate | 2    |
| Overview of Service Quality | -                | 87 | 150 | 100 | 68 | 3.36 | 1.000 | Moderate |      |

Table 4.2 shows the frequencies and percentages of each variable of service quality factor based on a five-point scale. The mean value of the overview of service quality is 3.36, indicating a moderate level with a frequency of 150. Regarding other variables, the highest rank is tangibility, with a mean value of 3.39, followed closely

by empathy, assurance, reliability, and responsiveness, with a mean value of 3.38, 3.38, 3.36, and 3.31, respectively.

Table 4.3 Frequency and Percentage of Social Media Searches

| Social Media Searches             | Level of Opinion |     |     |     |    | Mean | SD    | Meaning  | Rank |
|-----------------------------------|------------------|-----|-----|-----|----|------|-------|----------|------|
|                                   | 1                | 2   | 3   | 4   | 5  |      |       |          |      |
| Information search                | 3                | 113 | 118 | 100 | 71 | 3.30 | 1.080 | Moderate | 3    |
| Information Sharing               | 5                | 98  | 145 | 89  | 68 | 3.29 | 1.050 | Moderate | 4    |
| Information evaluation            | 7                | 96  | 131 | 95  | 76 | 3.34 | 1.086 | Moderate | 1    |
| Information use                   | 3                | 112 | 125 | 84  | 81 | 3.32 | 1.103 | Moderate | 2    |
| Overview of social media searches | -                | 89  | 142 | 99  | 75 | 3.39 | 1.025 | Moderate |      |

Table 4.3 demonstrates the frequencies and percentages of each social media search factor variable based on a five-point scale. The mean value of the overview of social media search is 3.39, indicating a moderate level with a frequency of 142. Regarding other variables, the highest rank is *information evaluating*, with a mean value of 3.34, followed closely by *information use*, *information search*, and *information sharing*, with mean values of 3.32, 3.30, and 3.29, respectively.

Table 4.4 Frequency and Percentage of Tourist Satisfaction

| Tourist's satisfaction             | Level of Opinion |     |     |     |    | Mean | SD    | Meaning  | Rank |
|------------------------------------|------------------|-----|-----|-----|----|------|-------|----------|------|
|                                    | 1                | 2   | 3   | 4   | 5  |      |       |          |      |
| Expectation formation              | 2                | 102 | 105 | 125 | 71 | 3.40 | 1.061 | Moderate | 1    |
| Confirmation of expectations       | 2                | 94  | 133 | 105 | 71 | 3.37 | 1.039 | Moderate | 2    |
| Satisfaction formation             | 3                | 92  | 141 | 97  | 72 | 3.35 | 1.042 | Moderate | 4    |
| Follow-up behavior                 | 5                | 94  | 106 | 106 | 74 | 3.37 | 1.068 | Moderate | 3    |
| Overview of Tourist's satisfaction | -                | 77  | 134 | 118 | 76 | 3.48 | 1.004 | Moderate |      |

Table 4.4 demonstrates the frequencies and percentages of each variable of the tourists' satisfaction factor based on a five-point scale. The mean value of the overview of tourists' satisfaction is 3.48, indicating a moderate level with a frequency of 134. Regarding other variables, the highest rank is expectation formation, with a

mean value of 3.40, followed closely by confirmation of expectations, follow-up behavior, and satisfaction formation, with mean values of 3.37, 3.37, and 3.35, respectively.

## **4.2 Inferential Statistics**

In this survey, gender is two discrete variables. Age, monthly income, and occupation are more than three discrete variables. Therefore, an independent sample t-test and one-way analysis of variance were used to test whether there are differences in the impact of travel agency service quality and social media search on tourist group satisfaction in Zhoushan City, Zhejiang Province.

This section is divided into the following three parts according to the research objectives to present the results:

Part I: The analysis results of demographic factors influence Chinese tourists' satisfaction in Zhoushan Zhejiang.

Part II: The analysis of service quality influences Chinese tourists' satisfaction with Zhoushan Zhejiang.

Part III: The analysis results of social media search influence Chinese tourists' satisfaction in Zhoushan Zhejiang.

### **4.2.1 Demographic Factors Affecting Chinese Tourists' Satisfaction in Zhoushan Zhejiang**

Hypothesis 1: The differences in demographic factors, including gender, age, monthly income, marital status, and occupation, influence Chinese tourists' satisfaction in Zhoushan Zhejiang.

H1a: The differences in gender influence Chinese tourists' satisfaction in Zhoushan Zhejiang.

Independent sample t-test was used to test the difference of mean values between 2 data groups at the statistically significant level of 0.05.

Table 4.5 The Independent Samples t-test of the Gender Affect Chinese Tourists' Satisfaction

|                              | Gender | N   | Mean | SD    | t-value | df  | sig   |
|------------------------------|--------|-----|------|-------|---------|-----|-------|
| Expectation Formation        | male   | 172 | 3.37 | 1.003 | -0.420  | 403 | 0.675 |
|                              | female | 233 | 3.42 | 1.104 |         |     |       |
| Confirmation Of Expectations | male   | 172 | 3.35 | 0.964 | -0.323  | 403 | 0.747 |
|                              | female | 233 | 3.38 | 1.093 |         |     |       |
| Satisfaction Formation       | male   | 172 | 3.35 | 1.018 | 0.026   | 403 | 0.979 |
|                              | female | 233 | 3.35 | 1.061 |         |     |       |
| Follow-up Behavior           | male   | 172 | 3.33 | 1.003 | -0.641  | 403 | 0.522 |
|                              | female | 233 | 3.40 | 1.114 |         |     |       |
| Tourist's satisfaction       | male   | 172 | 3.43 | 0.962 | -0.797  | 403 | 0.426 |
|                              | female | 233 | 3.51 | 1.034 |         |     |       |

As shown in Table 4.5, the mean values of male and female tourists' satisfaction are 3.43 and 3.51; the standard deviations are 0.962 and 1.034, respectively. The t value is -0.797, and the significance is 0.426, higher than the significance level of 0.05.

In summary, the results show that gender differences have no significant effect on expectation formation, confirmation of expectation, satisfaction formation, follow-up behavior, and tourists' satisfaction.

H1b: The age differences affect Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.6 Age Affects Chinese Tourists' Satisfaction in Zhoushan Zhejiang

|                                 |                | Sum of<br>Squares | <i>df</i> | Mean<br>Square | F     | Sig. |
|---------------------------------|----------------|-------------------|-----------|----------------|-------|------|
| Expectation formation           | Between Groups | 4.272             | 5         | .854           | .756  | .582 |
|                                 | Within Groups  | 450.725           | 399       | 1.130          |       |      |
|                                 | Total          | 454.998           | 404       |                |       |      |
| Confirmation of<br>Expectations | Between Groups | 4.481             | 5         | .896           | .828  | .530 |
|                                 | Within Groups  | 431.701           | 399       | 1.082          |       |      |
|                                 | Total          | 436.183           | 404       |                |       |      |
| Satisfaction formation          | Between Groups | 9.933             | 5         | 1.987          | 1.849 | .102 |
|                                 | Within Groups  | 428.576           | 399       | 1.074          |       |      |
|                                 | Total          | 438.509           | 404       |                |       |      |
| Follow-up behavior              | Between Groups | 5.216             | 5         | 1.043          | .914  | .472 |
|                                 | Within Groups  | 455.229           | 399       | 1.141          |       |      |
|                                 | Total          | 460.444           | 404       |                |       |      |
| Tourists' satisfaction          | Between Groups | 5.333             | 5         | 1.067          | 1.059 | .382 |
|                                 | Within Groups  | 401.695           | 399       | 1.007          |       |      |
|                                 | Total          | 407.027           | 404       |                |       |      |

From table 4.6, the results found that the age difference has no different effect on *expectation formation*, *confirmation of expectations*, *satisfaction formation*, *follow-up behavior*, and overview of Chinese *tourists' satisfaction* with the significant value of 0.582, 0.530, 0.102, 0.472, and 0.382.

H1c: The differences in marital status influence Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.7 Marital Status Affects Chinese Tourists' Satisfaction in Zhoushan Zhejiang

|                                 |                | Sum of<br>Squares | <i>df</i> | Mean<br>Square | F     | Sig.   |
|---------------------------------|----------------|-------------------|-----------|----------------|-------|--------|
| Expectation formation           | Between Groups | 3.965             | 2         | 1.982          | 1.767 | 0.172  |
|                                 | Within Groups  | 451.033           | 402       | 1.122          |       |        |
|                                 | Total          | 454.998           | 404       |                |       |        |
| Confirmation of<br>Expectations | Between Groups | 8.583             | 2         | 4.292          | 4.035 | 0.018* |
|                                 | Within Groups  | 427.600           | 402       | 1.064          |       |        |
|                                 | Total          | 436.183           | 404       |                |       |        |
| Satisfaction formation          | Between Groups | 3.813             | 2         | 1.907          | 1.763 | 0.173  |
|                                 | Within Groups  | 434.695           | 402       | 1.081          |       |        |
|                                 | Total          | 438.509           | 404       |                |       |        |
| Follow-up behavior              | Between Groups | 1.282             | 2         | 0.641          | 0.561 | 0.571  |
|                                 | Within Groups  | 459.163           | 402       | 1.142          |       |        |
|                                 | Total          | 460.444           | 404       |                |       |        |
| Tourists' satisfaction          | Between Groups | 4.039             | 2         | 2.020          | 2.015 | 0.135  |
|                                 | Within Groups  | 402.988           | 402       | 1.002          |       |        |
|                                 | Total          | 407.027           | 404       |                |       |        |

From Table 4.7, the analysis results of marital status differences affect Chinese tourists' satisfaction in Zhoushan Zhejiang. The analysis results show that the difference in marital status has no different effect on the overview of Chinese tourists' satisfaction in Zhoushan Zhejiang, with a significant value of 0.135. However, in detailed consideration, the results show that the difference in marital status has a different effect on the Confirmation of Expectations of Chinese tourists' satisfaction in Zhoushan Zhejiang with a significant value of 0.018. The analysis of multiple comparisons of different occupation groups using LSD is demonstrated in Table 4.8

Table 4.8 The Multiple Comparisons of the Different Marital Status Group that Affects the Confirmation of Expectations of Chinese Tourists' Satisfaction in Zhoushan Zhejiang

|           |           | Mean Difference (I-J) |                   |                 |
|-----------|-----------|-----------------------|-------------------|-----------------|
| Age group |           | Group J               |                   |                 |
|           | $\bar{X}$ | Single                | Married           | Divorced        |
| Group I   |           | 3.21                  | 3.47              | 3.00            |
| Single    | 3.21      | -                     | -0.261<br>(.019)* | 0.214<br>(.399) |
| Married   | 3.47      |                       | -                 | 0.475<br>(.054) |
| Divorced  | 3.00      |                       |                   | -               |

Table 4.8 presents the mean comparison of the Chinese tourists' marital status group, which affects the confirmation of expectations of Chinese tourists' satisfaction in Zhoushan. The tourists' single group has a lower mean than the married group, with a significant value of 0.019.

H1d: The differences in monthly income affect Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.9 Monthly Income Affects Chinese Tourists' Satisfaction in Zhoushan Zhejiang

|                                 |                | Sum of<br>Squares | <i>df</i> | Mean<br>Square | F     | Sig.  |
|---------------------------------|----------------|-------------------|-----------|----------------|-------|-------|
| Expectation formation           | Between Groups | 4.307             | 4         | 1.077          | 0.956 | 0.432 |
|                                 | Within Groups  | 450.690           | 400       | 1.127          |       |       |
|                                 | Total          | 454.998           | 404       |                |       |       |
| Confirmation of<br>Expectations | Between Groups | 1.339             | 4         | 0.335          | 0.308 | 0.873 |
|                                 | Within Groups  | 434.844           | 400       | 1.087          |       |       |
|                                 | Total          | 436.183           | 404       |                |       |       |
| Satisfaction formation          | Between Groups | 4.354             | 4         | 1.088          | 1.003 | 0.406 |
|                                 | Within Groups  | 434.155           | 400       | 1.085          |       |       |
|                                 | Total          | 438.509           | 404       |                |       |       |
| Follow-up behavior              | Between Groups | 6.898             | 4         | 1.725          | 1.521 | 0.195 |
|                                 | Within Groups  | 453.546           | 400       | 1.134          |       |       |
|                                 | Total          | 460.444           | 404       |                |       |       |
| Tourists' satisfaction          | Between Groups | 3.285             | 4         | .821           | .814  | .517  |
|                                 | Within Groups  | 403.742           | 400       | 1.009          |       |       |
|                                 | Total          | 407.027           | 404       |                |       |       |

From Table 4.9, the results found that the difference in monthly income has no different effect on *expectation formation*, *confirmation of expectations*, *satisfaction formation*, *follow-up behavior*, and overview of Chinese *tourists' satisfaction* with significant values of 0.432, 0.873, 0.406, 0.195, and 0.517 accordingly.

H1e: The differences in occupation affect Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

One-way ANOVA was used to analyze data to test the difference of mean values among more than 2 data groups at the statistically significant level of 0.05.

Table 4.10 Occupation Affects Chinese Tourists' Satisfaction in Zhoushan Zhejiang

|                                 |                | Sum of<br>Squares | <i>df</i> | Mean<br>Square | F     | Sig.  |
|---------------------------------|----------------|-------------------|-----------|----------------|-------|-------|
| Expectation formation           | Between Groups | 2.509             | 7         | 0.358          | 0.314 | 0.947 |
|                                 | Within Groups  | 452.489           | 397       | 1.140          |       |       |
|                                 | Total          | 454.998           | 404       |                |       |       |
| Confirmation of<br>Expectations | Between Groups | 7.909             | 7         | 1.130          | 1.047 | 0.397 |
|                                 | Within Groups  | 428.274           | 397       | 1.079          |       |       |
|                                 | Total          | 436.183           | 404       |                |       |       |
| Satisfaction formation          | Between Groups | 10.124            | 7         | 1.446          | 1.340 | 0.230 |
|                                 | Within Groups  | 428.384           | 397       | 1.079          |       |       |
|                                 | Total          | 438.509           | 404       |                |       |       |
| Follow-up behavior              | Between Groups | 5.923             | 7         | 0.846          | 0.739 | 0.639 |
|                                 | Within Groups  | 454.521           | 397       | 1.145          |       |       |
|                                 | Total          | 460.444           | 404       |                |       |       |
| Tourists' satisfaction          | Between Groups | 7.338             | 7         | 1.048          | 1.041 | 0.402 |
|                                 | Within Groups  | 399.689           | 397       | 1.007          |       |       |
|                                 | Total          | 400.00            | 404       |                |       |       |

From Table 4.10, the results found that the difference in Occupation has no different effect on *expectation formation*, *confirmation of expectations*, *satisfaction formation*, *follow-up behavior*, and overview of Chinese *tourists' satisfaction* with significant values of 0.947, 0.397, 0.230, 0.639, and 0.402 accordingly.

#### 4.2.2 The Analysis Results of Service Quality Influencing Chinese Tourists' Satisfaction with Zhoushan Zhejiang

Hypothesis 2: The service quality of travel agencies influences Chinese tourists' satisfaction in Zhoushan Zhejiang.

This study's service quality includes reliability, responsiveness, assurance, tangibility, and empathy. Therefore, the independent variables are *reliability*, *responsiveness*, *assurance*, *tangibility*, and *empathy*. The dependent variable is *tourists' satisfaction*. Multiple linear regression is used to analyze data and develop the

forecasting equation at a % confidence level of 95%. The forms of the estimating equation are as follows.

$$\hat{Y}_T = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Where  $\hat{Y}_T$  = Tourist's satisfaction

$X_1$  = Reliability

$X_2$  = Responsiveness

$X_3$  = Assurance

$X_4$  = Tangibility

$X_5$  = Empathy

Table 4.11 Regression Analysis to Predict the Influence of Service Quality on Tourists' Satisfaction

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Dubin-Watson |
|-------|------|----------|-------------------|----------------------------|--------------|
|       | .509 | 0.259    | 0.255             | 0.866                      | 2.125        |

*Predictors: (Constant), Reliability, Assurance*

*Dependent Variable: Tourists' satisfaction*

The analysis results in Table 4.11 show that service quality, including reliability and assurance, is positively related to tourists' satisfaction, with multiple correlations ( $R$ ) = .509. At a statistical significance level of 0.05, the power of the predictive analysis equation is 25.50%. Durbin-Watson value = 2.125, ranging from 1.5-2.5, indicating no autocorrelation problem in multiple regression residuals.

From Table 4.12, the tolerance value of all independent variables is 0.336, which is not less than 0.2, and VIF values are less than 10 (Hair et al., 2009). It indicates that there is no correlation between 2 independent variables.

Table 4.12 The Multiple Linear Regression Coefficients for the Influence of Service Quality on Tourists' Satisfaction

| Model       | Unstandardized Coefficients |            | Standardized Coefficients |        | Collinearity Statistics |           |       |
|-------------|-----------------------------|------------|---------------------------|--------|-------------------------|-----------|-------|
|             | B                           | Std. Error | Beta                      | t      | Sig.                    | Tolerance | VIF   |
| (Constant)  | 1.761                       | 0.151      |                           | 11.648 | 0.000                   |           |       |
| Reliability | 0.291                       | 0.071      | 0.302                     | 4.081  | 0.000                   | .336      | 2.975 |
| Assurance   | 0.219                       | 0.070      | 0.231                     | 3.123  | 0.002                   | .336      | 2.975 |

*Dependent Variable: Tourists' satisfaction*

Table 4.12 consists of 2 predictor variables, *Reliability and Assurance*, and its prediction equation follows.

$$\hat{Y}_T = 1.761 + 0.291X_1 + 0.219X_3$$

This equation can explain the coefficients of *Reliability and Assurance*. The R-squared equals 0.259, the adjusted R-squared is equal to 25.50%, and the independent variables are uncorrelated.

In summary, the analysis results show that the significant value of reliability and assurance in tourist satisfaction is 0.000 and 0.002, respectively.

#### 4.2.3 Social Media Search Analysis Results Influence Chinese Tourists' Satisfaction with Zhoushan Zhejiang

Hypothesis 3: Social media search influences Chinese tourists' satisfaction in Zhoushan Zhejiang.

In this study, social media search consists of information search, information sharing, information evaluation, and information use. Therefore, the independent variables are *information search, sharing, evaluation, and use*. The dependent variable is *tourists' satisfaction*. Multiple linear regression is used to analyze data and develop the forecasting equation at a % confidence level of 95%. The forms of the estimating equation are as follows.

$$\hat{Y}_T = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where  $\hat{Y}_T$  = Tourist's satisfaction

$X_1$  = Information search

|                |   |                        |
|----------------|---|------------------------|
| X <sub>2</sub> | = | Information sharing    |
| X <sub>3</sub> | = | Information evaluation |
| X <sub>4</sub> | = | Information use        |

Table 4.13 Regression Analysis to Predict the Influence of Social Media Search on Chinese Tourists' Satisfaction Zhoushan Zhejiang

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Dubin-Watson |
|-------|------|----------|-------------------|----------------------------|--------------|
|       | .469 | 0.220    | 0.216             | 0.889                      | 2.114        |

*Dependent Variable: Tourists' satisfaction*

*Predictors: (Constant), Information Sharing, Information Search*

From Table 4.13, the analysis results show that social media search, including information sharing and information search, positively correlates with tourists' satisfaction with multiple correlations (R) = .469. The ability to predict the analytical equation is 21.60 % at the statistically significant level of 0.05. Durbin-Watson value = 2.114, which is in the range of 1.5-2.5, indicates no problem with autocorrelation in residuals for multiple regression.

From Table 4.14, the tolerance value of all independent variables is 0.300, which is not less than 0.2, and VIF values are less than 10 (Hair et al., 2009). It indicates that there is no correlation between 2 independent variables.

Table 4.14 The Multiple Linear Regression Coefficients for the Influence of Social Media Search on Chinese Tourists' Satisfaction with Zhoushan Zhejiang

| Model               | Unstandardized Coefficients |            | Standardized Coefficients |        | Collinearity Statistics |           |       |
|---------------------|-----------------------------|------------|---------------------------|--------|-------------------------|-----------|-------|
|                     | B                           | Std. Error | Beta                      | t      | Sig.                    | Tolerance | VIF   |
| (Constant)          | 1.956                       | 0.150      |                           | 13.072 | 0.000                   |           |       |
| Information Sharing | 0.264                       | 0.077      | 0.276                     | 3.428  | 0.001                   | .300      | 3.337 |
| Information Search  | 0.198                       | 0.075      | 0.213                     | 2.644  | 0.009                   | .300      | 3.337 |

a. Dependent Variable: Consumer Purchase Intention

Table 4.14 consists of 2 predictor variables, including information sharing and information search, and its prediction equation is as follows.

$$\hat{Y}_T = 1.956 + 0.264X_2 + 0.198X_1$$

This equation can explain the coefficients of information sharing and information search awareness. The R-squared equals 0.220, the adjusted R-squared is equal to 21.60%, and the independent variables are uncorrelated.

The analysis results show that the significant value of information sharing and information search on consumer purchase intention is 0.001, and the corresponding value is 0.09.

### 4.3 Summary Results

Hypothesis 1: The difference in demographic factors, including gender, age, monthly income, marital status, and occupation, affect Chinese tourists' satisfaction in Zhoushan Zhejiang differently.

From Table 4.15, the analysis results indicated that the differences in tourists' marital status affect tourists' satisfaction differently.

Table 4.15 Summary of Demographic Data Affects Tourists' Satisfaction

| Demographic                                                      | Expectation<br>Formation | Confirmation<br>of Expectation | Satisfaction<br>Formation | Follow-up<br>Behavior | Tourists'<br>satisfaction |
|------------------------------------------------------------------|--------------------------|--------------------------------|---------------------------|-----------------------|---------------------------|
| Gender                                                           | -                        | -                              | -                         | -                     | -                         |
| Age                                                              | -                        | -                              | -                         | -                     | -                         |
| Monthly income                                                   | -                        | -                              | -                         | -                     | -                         |
| Marital status                                                   | -                        | ✓                              | -                         | -                     | -                         |
| Occupation                                                       | -                        | -                              | -                         | -                     | -                         |
| - no different effects at the statistical significance of 0.05   |                          |                                |                           |                       |                           |
| ✓ have different effects at the statistical significance of 0.05 |                          |                                |                           |                       |                           |

Table 4.16 summarizes the results of the analysis of factors affecting tourists' satisfaction. The results are shown in the forecasting equation for each hypothesis test.

Table 4.16 Summary of the Impact of Service Quality and Social Media Searches on Tourists' Satisfaction

| Hypotheses                                                                                            | Forecasting Equations                                                                                |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| H2: Service quality of travel agencies influences Chinese tourists' satisfaction in Zhoushan Zhejiang | $\hat{Y}_T = 1.761 + 0.291X_1 + 0.219X_3$<br>$X_1 = Reliability, X_3 = Assurance$                    |
| H3: Social media search influences Chinese tourists' satisfaction in Zhoushan Zhejiang                | $\hat{Y}_T = 1.956 + 0.264X_2 + 0.198X_1$<br>$X_1 = Information\ Sharing, X_2 = Information\ Search$ |

## CHAPTER V

### CONCLUSION AND RECOMMENDATIONS

This chapter provides a summary of the results, discussions, and recommendations. Firstly, this section presents the research conclusion. Secondly, a discussion of the findings and limitations. Finally, suggestions for future research are given. This research aimed to study the influence of service quality of travel agencies and social media searches on Chinese tourists' satisfaction in Zhoushan Zhejiang. The recommendations based on the findings are also provided.

#### 5.1 Conclusion

In this study, the conceptual framework was developed from the SERVQUAL model (Lovelock & Wirtz, 2004; Parasuraman et al., 1985), the social media search model (Castronovo and Huang, 2012), and the expectation confirmation model (Oliver, 1980). The conceptual framework consists of three independent variables, including demographic factors (*gender, age, marital status, occupation, and monthly income*), service quality (*reliability, responsiveness, assurance, tangibility, and empathy*), and social media search (*information search, information sharing, information evaluation, and information use*). The dependent variable is tourists' satisfaction (*expectation formation, confirmation of expectations, satisfaction formation, and follow-up behavior*).

The analysis results demonstrate that most Chinese tourists who visit Zhoushan Zhejiang through travel agencies are females, married, aged 36–45 years old, housewives, and have 5,001-8,000 yuan of monthly income. The opinion level of the overview of service quality is at a moderate level. Regarding other variables related to service quality, the highest rank is *tangibility*, and the lowest rank is *responsiveness*. The opinion level of the overview of social media search is at a moderate level. Regarding other variables related to social media search, the highest rank is *information*

*evaluation*, and the lowest rank is *information search*. The opinion level of the overview of tourists' satisfaction is moderate. Regarding other variables related to tourists' satisfaction, the highest rank is *expectation formation*, and the lowest rank is *satisfaction formation*.

Regarding inferential analysis, the results found that age difference, monthly income, marital status, and occupation have no different effects on Chinese tourists' satisfaction and the other related variables. The difference in marital status has different effects on the confirmation of expectation variable. The pair mean comparison of Chinese tourists' marital status group found that the tourists' single group has a lower mean than the married group. The service quality of travel agencies, including *reliability* and *assurance*, influences Chinese tourists' satisfaction in Zhoushan Zhejiang. Social media searches, including *information sharing* and *information search*, influence Chinese tourists' satisfaction with Zhoushan Zhejiang.

## 5.2 Discussion

The research results clearly show that travel agency service factors, including *reliability* and *assurance*, influence Chinese tourists' satisfaction in Zhoushan, Zhejiang, which complies with the study performed by Al-Ababneh (2013) that service quality has a direct impact on tourists' satisfaction in terms of destination facilities, accessibility, and attractiveness. However, (Kerdpitak and Heuer, 2016) studies found that tourist trust, personal relationships, and facility quality influence tourists' satisfaction. Four indicators can judge the tourists' satisfaction: 1) to come back again, 2) to tell the others, 3) always a compliment, and 4) the absence of any blame.

This implies that when a travel agency improves its service level regarding reliability and assurance to meet or exceed Chinese tourists' expectations, tourists are more likely to be satisfied and loyal to the travel agency. On the other hand, if reliability or assurance decreases, the tourists' satisfaction will also decrease.

The research results clearly show that social media searches, including *information sharing* and *information search*, influence Chinese tourists' satisfaction in Zhoushan, Zhejiang. Travel agencies can use social media searches, provide positive information from experienced Chinese tourists on their websites, and make it available on search engines. When Chinese tourists share information about travel agencies, such as traveling programs and comments about the trips through social media platforms, travel agencies will benefit from their sharing if it is the positive comments because people tend to trust information from other tourists more than from the travel agencies.

The search engine is an excellent channel to convey information to unlimited customers/tourists, as supported by (Xiang and Gretzel, 2010). Search engines are an essential bridge between users and social media sites because users are likely to discover and visit social media sites through search engines. Besides, the information sharing will support higher expectations and trust in the travel agency's services. On the other hand, if information sharing or information search is harmful or does not provide enough information, the tourists' satisfaction will also decrease.

Search engines can also be an excellent tool for eWOM strategy. Electronic Word-of-Mouth is consumer-generated, consumption-related communication that employs digital tools and is directed primarily to other consumers (Rosario et al., 2020). Consumers share their product and service experiences in virtual communities without geographical boundaries (Verma & Yadap, 2021). The results from this study emphasized that information search and sharing influence tourists' satisfaction. Travel agencies can take advantage of reaching unlimited customers/tourists through virtual communities without geographical boundaries.

In conclusion, the findings can provide helpful information to support both travel agencies and Chinese tourists in the following details.

Firstly, to reach target customers/tourists, the demographic analysis results show that most tourists who travel to Zhoushan Zhejiang are females in the age range 36-45 years old with a monthly income between 5,001-8,000 yuan. In order to improve service quality, reliability, and assurance, travel agencies in Zhoushan Zhejiang should

provide tourist programs that match the lifestyle of this group. Providing activities that tourists can enjoy within the affordable price range would benefit the travel agency.

Secondly, being professional and maintaining reliability, since the analysis results show that reliability and assurance are the two variables that influence tourists' satisfaction, travel agencies must focus on reliability and assurance as the top priority and continue to do so.

Thirdly, electronic Word-of-Mouth (eWOM) should be used. Since information sharing and information search have influenced tourists' satisfaction, travel agencies should consider promoting their traveling programs on social media. Most tourists are females and housewives; this group is expected to have plenty of time to search for and share information, especially among family members and friends. Using the advantage of eWOM by promoting and sharing positive comments from previous tourists on the travel agencies' websites would be helpful.

Finally, by using a proper promotion program to retarget/remarket, the previous tourists can become new customers since the charm of traveling is traveling with friends who have consistent needs. Travel agencies should provide a discount program for the repeating tourists or recommend a new one, which would be a great incentive to return.

Although the research has achieved some meaningful findings, some limitations and shortcomings must be improved in future research. The following is a discussion of this article:

The research object of this article is the tourist' group in Zhoushan City, Zhejiang Province, which may not represent the situation of other regions or other types of tourists. Therefore, the research results of this article may have specific limitations and biases and need to be studied in a broader scope and with more studies verification and testing in samples.

The research method used in this article is a questionnaire survey. Although it can collect a large amount of data based on supporting theory, there may also be some problems. For example, the questionnaire's design and distribution may affect the data's quality and validity, and the recovery rate and effectiveness of the questionnaire may

not be high. Tourists' subjective and emotional factors may affect filling out the questionnaire. Therefore, the research methods may need to be improved and optimized in more aspects, or other research methods, such as in-depth interviews to confirm the research results.

The research variables of this article are travel agency service quality and social media search. Although it can reflect some critical influencing factors, it may also ignore other factors, such as tourists' travel motivations, emotions, value, quality, and loyalty. Therefore, the research on tourist' satisfaction can be expanded and supplemented with more aspects to build a more complete research model.

### **5.3 Recommendation**

Based on the research results and discussion of this article, the following are some strategic suggestions for travel agencies:

Travel agencies should improve all dimensions of service quality, especially reliability and guarantee, by providing accurate, timely, consistent, professional, and safe services to meet or exceed tourists' expectations and increase tourists' satisfaction and loyalty.

Travel agencies should use social media searches to increase tourist trust and loyalty by providing more information and interaction. Travel agencies should publish information about destinations, attractions, hotels, and transportation on social media platforms so tourists can easily obtain and retrieve information. Travel agencies should also actively respond to tourists' comments, suggestions, and complaints to increase tourist participation, degree, and satisfaction.

Travel agencies should provide more personalized and differentiated services based on tourists' different characteristics and needs to meet diverse and personalized expectations. Travel agencies should understand tourists' demographic characteristics, motivations, preferences, and travel needs, and based on this information, design and provide travel products and services that align with tourists' needs and improve tourists' satisfaction and loyalty.

Travel agencies should cooperate with other tourism service providers and destination managers to enhance the overall image and attractiveness and create a better tourism experience and satisfaction. Travel agencies should establish good cooperative relationships with the government, community, business, culture, education, and other institutions and organizations of the destination, jointly develop and protect the resources of the destination, jointly publicize and promote the characteristics of the destination, and jointly improve the service level of the destination and quality, to jointly enhance the destination's competitiveness and sustainability.



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## APPENDICES

### Index of Item Objective Congruence (IOC)

#### IOC on Service Quality

| Questions      |                                                                                  | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |        |
|----------------|----------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|--------|
| Reliability    | 6. The travel agency can provide accurate service                                | 1           | 1           | 1           | 1            | 0.9336 |
|                | 7. The travel agency can provide services as promised on time.                   | 1           | 1           | 1           | 1            |        |
|                | 8. I have experience with compensation errors from travel agencies.              | 1           | 1           | 1           | 1            |        |
|                | 9. I think travel information on social media is easy to access.                 | 1           | 0           | 1           | 0.67         |        |
|                | 10. Zhoushan travel service can solve the problem when it occurs in time.        | 1           | 1           | 1           | 1            |        |
| Responsiveness | 11. The travel agency provides quick response to my inquiries.                   | 1           | 1           | 1           | 1            | 1      |
|                | 12. The travel agency can flexibly adjust travel plans to support my request.    | 1           | 1           | 1           | 1            |        |
|                | 13. The travel agency representatives always meet my expectations.               | 1           | 1           | 1           | 1            |        |
|                | 14. Travel information on social media can help me with my problems.             | 1           | 1           | 1           | 1            |        |
|                | 15. Travel information on social media can help me make better travel decisions. | 1           | 1           | 1           | 1            |        |

### IOC on Service Quality

| Questions   |                                                                                                                                         | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|
| Assurance   | 16. The travel agency has sufficient professional knowledge and staff to provide service effectively.                                   | 0           | 1           | 1           | 0.67         |
|             | 17. The travel agency's good reputation makes me confident to choose and use the service.                                               | 1           | 1           | 1           | 1            |
|             | 18. Good attitudes of the travel agency staff, e.g., friendliness, courtesy, respect, and honesty, make me feel trust and respect.      | 1           | 1           | 1           | 1            |
|             | 19. Travel information on social media is safe.                                                                                         | -1          | 1           | 1           | 0.33         |
|             | 20. Travel information on social media is privacy protected.                                                                            | 0           | 1           | 1           | 0.67         |
| 0.734       |                                                                                                                                         |             |             |             |              |
| Tangibility | 21. The tourism facilities and equipment, e.g., accommodation, catering, transportation, and entertainment, are reliable.               | 1           | 1           | 1           | 1            |
|             | 22. The tourism personnel, e.g., tour guides, drivers, front desks, and waiters, are dressed appropriately and well-behaved.            | 1           | 1           | 1           | 1            |
|             | 23. The tourism adventuring materials, e.g., brochures, maps, tickets, and contracts, are clear, accurate, standardized, and effective. | 1           | 1           | 1           | 1            |
|             | 24. The environment of Zhoushan tourism services is clean and comfortable.                                                              | 1           | 1           | 1           | 1            |
|             | 25. The price of Zhoushan tourism services is reasonable.                                                                               | 1           | 1           | 1           | 1            |
| 1           |                                                                                                                                         |             |             |             |              |

**IOC on Service Quality**

| Questions |                                                                                                              | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |
|-----------|--------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|
| Empathy   | 26. The service staff of the travel agency can understand my needs promptly.                                 | 1           | 1           | 1           | 1            |
|           | 27. The service staff of the travel agency can provide me with personalized services.                        | 1           | 1           | 1           | 1            |
|           | 28. The friendliness of the locals during my trip is acceptable.                                             | 1           | 1           | 1           | 1            |
|           | 29. Travel information on social media can help me make travel decisions that meet my preferences and needs. | 1           | 1           | 1           | 1            |
|           | 30. Travel information on social media can help me better understand the destination culture                 | 1           | 1           | 1           | 1            |
|           |                                                                                                              |             |             |             | 1            |



**IOC on Social Media Search**

|                        |                                                                                                              | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |   |
|------------------------|--------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|---|
| Information<br>search  | 31. Social media is an essential channel for information about Zhoushan tourism.                             | 1           | 1           | 1           | 1            | 1 |
|                        | 32. The tourism information on social media is comprehensive and accurate.                                   | 1           | 1           | 1           | 1            |   |
|                        | 33. Travel information on social media can help me plan a satisfactory trip to Zhoushan.                     | 1           | 1           | 1           | 1            |   |
|                        | 34. Travel information on social media can help me understand the local culture of Zhoushan.                 | 1           | 1           | 1           | 1            |   |
|                        | 35. Travel information on social media can help me share my Zhoushan travel experience with other travelers. | 1           | 1           | 1           | 1            |   |
| Information<br>Sharing | 36. Sharing travel information on social media is a great way.                                               | 1           | 1           | 1           | 1            | 1 |
|                        | 37. I like to share my travel experiences on social media.                                                   | 1           | 1           | 1           | 1            |   |
|                        | 38. Sharing travel information on social media helps me connect with others.                                 | 1           | 1           | 1           | 1            |   |
|                        | 39. Sharing travel information on social media can help me promote Zhoushan tourism.                         | 1           | 1           | 1           | 1            |   |
|                        | 40. Sharing travel information on social media can help me gain recognition.                                 | 1           | 1           | 1           | 1            |   |

### IOC on Social Media Search

|                           |                                                                                                | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |       |
|---------------------------|------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|-------|
| Information<br>evaluation | 41. I would carefully evaluate travel information on social media.                             | 1           | 1           | 1           | 1            | 0.868 |
|                           | 42. I will get travel information from multiple sources and compare them.                      | 0           | 1           | 1           | 0.67         |       |
|                           | 43. I will consider the reliability of the source of information.                              | 1           | 0           | 1           | 0.67         |       |
|                           | 44. I will consider the accuracy of the content of the information.                            | 1           | 1           | 1           | 1            |       |
|                           | 45. I will consider the comprehensibility of the information format.                           | 1           | 1           | 1           | 1            |       |
| Information use           | 46. I will search for travel information on social media to plan my itinerary.                 | 1           | 1           | 1           | 1            | 1     |
|                           | 47. I will check out other people's travel experiences on social media for travel inspiration. | 1           | 1           | 1           | 1            |       |
|                           | 48. I will share my travel experiences on social media to connect with others.                 | 1           | 1           | 1           | 1            |       |
|                           | 49. I will review travel products and services on social media to help others make choices.    | 1           | 1           | 1           | 1            |       |
|                           | 50. I will get travel deals on social media to save money on my travels.                       | 1           | 1           | 1           | 1            |       |

### IOC on Tourist's Satisfaction

|                                 |                                                                                                         | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |       |
|---------------------------------|---------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|-------|
| Expectation<br>formation        | 51. The Zhoushan tourism information on social media helps you form expectations for Zhoushan.          | 0           | 1           | 1           | 0.67         | 0.802 |
|                                 | 52. Your Zhoushan travel information on social media helps you confirm your expectations for Zhoushan.  | 0           | 1           | 1           | 0.67         |       |
|                                 | 53. The Zhoushan tourism information on social media helps you form an accurate impression of Zhoushan. | 1           | 1           | 1           | 1            |       |
|                                 | 54. The Zhoushan travel information on social media helps you adjust your expectations for Zhoushan.    | 1           | 1           | 1           | 1            |       |
|                                 | 55. I think social media can help me learn about different cultures' ways of traveling.                 | 1           | 0           | 1           | 0.67         |       |
| Confirmation of<br>expectations | 56. The information about travel in Zhoushan on social media can meet my expectations.                  | 1           | 1           | 1           | 1            | 1     |
|                                 | 57. The information about travel in Zhoushan on social media can meet my travel needs.                  | 1           | 1           | 1           | 1            |       |
|                                 | 58. Zhoushan travel information on social media can help me achieve my travel goals                     | 1           | 1           | 1           | 1            |       |
|                                 | 59. Zhoushan travel information on social media can make my travel experience more enjoyable            | 1           | 1           | 1           | 1            |       |
|                                 | 60. Zhoushan travel information on social media can make my travel experience more enjoyable            | 1           | 1           | 1           | 1            |       |

**IOC on Tourist's satisfaction**

|                           |                                                                                                                       | Expert<br>1 | Expert<br>2 | Expert<br>3 | IOC<br>index |       |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|--------------|-------|
| Satisfaction<br>formation | 61. Tourism information on social media<br>can help me form an overall impression of<br>Zhoushan.                     | 1           | 1           | 1           | 1            | 1     |
|                           | 62. Tourism information on social media<br>can help me form an overall impression of<br>Zhoushan.                     | 1           | 1           | 1           | 1            |       |
|                           | 63. Tourism information on social media<br>can help me to form a willingness to buy<br>tourism products in Zhoushan.  | 1           | 1           | 1           | 1            |       |
|                           | 64. Tourism information on social media<br>can help me with my expectations of the<br>tourism experience in Zhoushan. | 1           | 1           | 1           | 1            |       |
|                           | 65. Tourism information on social media<br>can help me form loyalty to Zhoushan<br>tourism destination.               | 1           | 1           | 1           | 1            |       |
| Follow-up<br>behavior     | 66. I recommend Zhoushan as a travel<br>destination to others.                                                        | 1           | 1           | 1           | 1            | 0.934 |
|                           | 67. I share my Zhoushan travel experience<br>on social media.                                                         | 1           | 1           | 1           | 1            |       |
|                           | 68. I choose Zhoushan as a travel<br>destination again in the future.                                                 | 1           | 1           | 1           | 1            |       |
|                           | 69. I buy Zhoushan tourism products and<br>services online.                                                           | 1           | 0           | 1           | 0.67         |       |
|                           | 70. I reflect on the shortcomings of<br>Zhoushan tourism to the government or<br>related departments.                 | 1           | 1           | 1           | 1            |       |

## Reliability

### Reliability Results

Scale: ALL VARIABLES

#### Case Processing Summary

|       |          | N  | %     |
|-------|----------|----|-------|
| Cases | Valid    | 30 | 100.0 |
|       | Excluded | 0  | .0    |
|       | Total    | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .796             | .798                                         | 3          |

#### Summary Item Statistics

|                | Mean  | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|----------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means     | 3.344 | 3.300   | 3.400   | .100  | 1.030             | .003     | 3          |
| Item Variances | 1.105 | 1.045   | 1.214   | .169  | 1.162             | .009     | 3          |

#### Scale Statistics

| Mean    | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 10.0333 | 7.068    | 2.65854        | 3          |

## Questionnaire

### THE INFLUENCE OF SERVICE QUALITY AND SOCIAL MEDIA SEARCH ON TOURISTS' SATISFACTION TOWARDS TRAVEL AGENCIES IN ZHOUZHAN CITY, ZHEJIANG PROVINCE, EASTERN CHINA

Questionnaire instructions: Dear tourists, hello! Thank you for choosing Zhoushan, Zhejiang, as your travel destination. In order to better understand your feelings and evaluation of tourism in Zhoushan, Zhejiang, we sincerely invite you to participate in this survey. Please fill it out truthfully according to your actual situation. This questionnaire is for academic research only and involves no personal information. Your answers will be kept strictly confidential. Thank you for your cooperation!

#### Part1 Demographic information

1. What is your gender?

☐ 1. Male

☐ 2. Female

2. What is your age?

☐ 20-25 years old

☐ 26-35 years old

☐ 36-45 years old

☐ 46-55 years old

☐ 56 years old or older

3. What is your marital status?

☐ Single

☐ Married

☐ Divorced

4. What is your monthly income?

☐ Lower than 3,000 yuan

☐ 3000-5000 yuan

☐ 5001-8000 yuan

☐ 8,001-12,000 yuan

☐ More than 12,000 yuan

5. What is your occupation?

☐ Student

☐ Government employee

☐ Private company employee

☐ Freelancer

☐ Housewife

☐ Unemployed

☐ Merchant

☐ Teacher

## Part 2 Service Quality of Travel Agency in Zhoushan City, Zhejiang Province

Please provide your opinion by tick (√) the most appropriate one among the five options. (1) Strongly disagree, (2) Disagree, (3) Moderate, (4) Agree, (5) Strongly agree

| Reliability                                                                                                                        | 1 | 2 | 3 | 4 | 5 |
|------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6. The travel agencies can provide accurate service                                                                                |   |   |   |   |   |
| 7. The travel agencies can provide services as promised promptly.                                                                  |   |   |   |   |   |
| 8. I have experience with compensation errors from travel agencies.                                                                |   |   |   |   |   |
| 9. I think travel information on social media is easy to access.                                                                   |   |   |   |   |   |
| 10. Zhoushan travel agencies' service can solve the problem when it occurs in time.                                                |   |   |   |   |   |
| Responsiveness                                                                                                                     | 1 | 2 | 3 | 4 | 5 |
| 11. The travel agencies provide quick response to my inquiries.                                                                    |   |   |   |   |   |
| 12. The travel agencies can flexibly adjust travel plans to support my request.                                                    |   |   |   |   |   |
| 13. The travel agency representatives always meet my expectations.                                                                 |   |   |   |   |   |
| 14. Travel information on social media can help me with my problems.                                                               |   |   |   |   |   |
| 15. Travel information on social media can help me make better travel decisions.                                                   |   |   |   |   |   |
| Assurance                                                                                                                          | 1 | 2 | 3 | 4 | 5 |
| 16. Travel agencies have sufficient professional knowledge and staff to provide adequate service.                                  |   |   |   |   |   |
| 17. The excellent reputation of travel agencies makes them confident to choose and use the service.                                |   |   |   |   |   |
| 18. Good attitudes of the travel agency staff, e.g., friendliness, courtesy, respect, and honesty, make me feel trust and respect. |   |   |   |   |   |
| 19. Travel information on social media is safe.                                                                                    |   |   |   |   |   |
| 20. Travel information on social media is privacy protected.                                                                       |   |   |   |   |   |

| <b>Tangibility</b>                                                                                                                      | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 21. The tourism facilities and equipment, e.g., accommodation, catering, transportation, and entertainment, are reliable.               |          |          |          |          |          |
| 22. The tourism personnel, e.g., tour guides, drivers, front desks, and waiters, are dressed appropriately and well-behaved.            |          |          |          |          |          |
| 23. The tourism advertising materials, e.g., brochures, maps, tickets, and contracts, are clear, accurate, standardized, and effective. |          |          |          |          |          |
| 24. The environment of Zhoushan tourism services is clean and comfortable.                                                              |          |          |          |          |          |
| 25. The price of Zhoushan travel agencies services is reasonable.                                                                       |          |          |          |          |          |
| <b>Empathy</b>                                                                                                                          | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 26. The service staff of the travel agency can understand my needs promptly.                                                            |          |          |          |          |          |
| 27. The service staff of the travel agency can provide me with personalized services.                                                   |          |          |          |          |          |
| 28. The friendliness of the locals during my trip is acceptable.                                                                        |          |          |          |          |          |
| 29. Travel information on social media can help me make travel decisions that meet my preferences and needs.                            |          |          |          |          |          |
| 30. Travel information on social media can help me better understand the destination culture                                            |          |          |          |          |          |

### Part 3 Social Media Search

Please provide your opinion by tick (✓) the most appropriate one among the five options. (1) Strongly disagree, (2) Disagree, (3) Moderate, (4) Agree, (5) Strongly agree

| Information search                                                                                           | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 31. Social media is an essential channel for information about Zhoushan tourism.                             |   |   |   |   |   |
| 32. The tourism information on social media is comprehensive and accurate.                                   |   |   |   |   |   |
| 33. Travel information on social media can help me plan a satisfactory trip to Zhoushan.                     |   |   |   |   |   |
| 34. Travel information on social media can help me understand the local culture of Zhoushan.                 |   |   |   |   |   |
| 35. Travel information on social media can help me share my Zhoushan travel experience with other travelers. |   |   |   |   |   |
| Information Sharing                                                                                          | 1 | 2 | 3 | 4 | 5 |
| 36. Sharing travel information on social media is a great way.                                               |   |   |   |   |   |
| 37. I like to share my travel experiences on social media.                                                   |   |   |   |   |   |
| 38. Sharing travel information on social media helps me connect with others.                                 |   |   |   |   |   |
| 39. Sharing travel information on social media can help me promote Zhoushan tourism.                         |   |   |   |   |   |
| 40. Sharing travel information on social media can help me gain recognition.                                 |   |   |   |   |   |
| Information evaluation                                                                                       | 1 | 2 | 3 | 4 | 5 |
| 41. I would carefully evaluate travel information on social media.                                           |   |   |   |   |   |
| 42. I get travel information from multiple sources and compare them.                                         |   |   |   |   |   |
| 43. I consider the reliability of the source of information.                                                 |   |   |   |   |   |
| 44. I consider the accuracy of the content of the information.                                               |   |   |   |   |   |
| 45. I consider the comprehensibility of the information format.                                              |   |   |   |   |   |

| <b>Information use</b>                                                                    | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|-------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 46. I search for travel information on social media to plan my itinerary.                 |          |          |          |          |          |
| 47. I check out other people's travel experiences on social media for travel inspiration. |          |          |          |          |          |
| 48. I share my travel experiences on social media to connect with others.                 |          |          |          |          |          |
| 49. I review travel products and services on social media to help others make choices.    |          |          |          |          |          |
| 50. I get travel deals on social media to save money on my travels.                       |          |          |          |          |          |

#### **Part 4 Tourist's Satisfaction**

Please provide your opinion by tick (✓) the most appropriate one among the five options. (1) Strongly disagree, (2) Disagree, (3) Moderate, (4) Agree, (5) Strongly agree

| <b>Expectation formation</b>                                                                         | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 51. The Zhoushan tourism information on social media helped me form expectations for Zhoushan.       |          |          |          |          |          |
| 52. Zhoushan tourism information on social media helped me confirm my expectations for Zhoushan.     |          |          |          |          |          |
| 53. The information on Zhoushan tourism on social media helped me to understand Zhoushan accurately. |          |          |          |          |          |
| 54. The Zhoushan tourism information on social media helped me adjust my expectations for Zhoushan.  |          |          |          |          |          |
| 55. I learn about different cultures' ways of traveling.                                             |          |          |          |          |          |
| <b>Confirmation of expectations</b>                                                                  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 56. The information about travel in Zhoushan on social media can meet my expectations.               |          |          |          |          |          |
| 57. The information about travel in Zhoushan on social media can meet my travel needs.               |          |          |          |          |          |
| 58. Zhoushan travel information on social media can help me achieve my travel goals.                 |          |          |          |          |          |
| 59. Zhoushan travel information on social media can make my travel experience more enjoyable.        |          |          |          |          |          |

|                                                                                                                 |          |          |          |          |          |
|-----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 60. Zhoushan travel information on social media can make my travel experience more memorable.                   |          |          |          |          |          |
| <b>Satisfaction formation</b>                                                                                   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 61. Tourism information on social media can help me form an overall impression of Zhoushan.                     |          |          |          |          |          |
| 62. Tourism information on social media can help me form my interest in Zhoushan tourism activities             |          |          |          |          |          |
| 63. Tourism information on social media can help me to form a willingness to buy tourism products in Zhoushan.  |          |          |          |          |          |
| 64. Tourism information on social media can help me with my expectations of the tourism experience in Zhoushan. |          |          |          |          |          |
| 65. Tourism information on social media can help me form loyalty to Zhoushan tourism destination.               |          |          |          |          |          |
| <b>Follow-up behavior</b>                                                                                       | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 66. I recommend Zhoushan as a travel destination to others.                                                     |          |          |          |          |          |
| 67. I share my Zhoushan travel experience on social media.                                                      |          |          |          |          |          |
| 68. I choose Zhoushan as a travel destination again in the future.                                              |          |          |          |          |          |
| 69. I buy Zhoushan tourism products and services online.                                                        |          |          |          |          |          |
| 70. I reflect on the shortcomings of Zhoushan tourism to the government or related departments.                 |          |          |          |          |          |

## 服务质量和社交媒体搜索对浙江舟山市旅行社游客满意度群体的影响

问卷说明：尊敬的游客，您好！感谢您选择浙江舟山作为您的旅行目的地。为了更好地了解您对浙江舟山旅游的感受和评价，我们诚挚邀请您参加本次调查。请根据自己的实际情况如实填写。本问卷仅供学术研究，不涉及任何个人信息。您的答案将严格保密。谢谢您的合作！

### Part1 人口统计信息

1. 你的性别？

☐ 1. 男性

☐ 2. 女性

2. 你的年龄？

☐ 20-25 岁

☐ 26-35 岁

☐ 36-45 岁

☐ 46-55 岁

☐ 56 岁以上

3. 你的婚姻状况如何？

☐ 单身

☐ 已婚

☐ 离婚

4. 你的月收入是多少？

☐ 低于 3,000 元

☐ 3000-5000 元

☐ 5001-8000 元

☐ 8,001-12,000 元

☐ 超过 12,000 元

5. 你的职业是什么？

☐ 学生

☐ 政府雇员

☐ 私营公司员工

☐ 自由职业者

☐ 家庭主妇

☐ 失业的

☐ 商人

☐ 老师

## 第二部分 浙江舟山旅行社服务质量

请在给出的五个选项中勾选 (√) 最合适的一个。

(1) 非常不同意, (2) 不同意, (3) 中立, (4) 同意, (5) 非常同意

| 可靠性                                         | 1 | 2 | 3 | 4 | 5 |
|---------------------------------------------|---|---|---|---|---|
| 6. 旅行社可以提供准确的服务。                            |   |   |   |   |   |
| 7. 旅行社能够按照承诺及时提供服务。                         |   |   |   |   |   |
| 8. 我有过旅行社赔偿错误的经验。                           |   |   |   |   |   |
| 9. 我认为社交媒体上的旅游信息很容易获取。                      |   |   |   |   |   |
| 10. 出现问题时舟山旅行社能及时解决。                        |   |   |   |   |   |
| 反应性                                         | 1 | 2 | 3 | 4 | 5 |
| 11. 旅行社对我的询问做出快速答复。                         |   |   |   |   |   |
| 12. 旅行社可以根据我的要求灵活调整旅行计划。                    |   |   |   |   |   |
| 13. 旅行社总是可以满足我的期望。                          |   |   |   |   |   |
| 14. 社交媒体上的旅行信息可以帮助我解决问题。                    |   |   |   |   |   |
| 15. 社交媒体上的旅行信息可以帮助我做出更好的旅行决定。               |   |   |   |   |   |
| 保证性                                         | 1 | 2 | 3 | 4 | 5 |
| 16. 旅行社拥有足够的专业知识人员, 能够有效地提供服务。              |   |   |   |   |   |
| 17. 旅行社良好的声誉使我有信心选择和使用该服务。                  |   |   |   |   |   |
| 18. 旅行社工作人员的良好态度, 例如友好、礼貌、尊重、诚实, 让我感到信任和尊重。 |   |   |   |   |   |
| 19. 社交媒体上的旅行信息是安全的。                         |   |   |   |   |   |
| 20. 社交媒体上的旅行信息受到隐私保护。                       |   |   |   |   |   |
| 有形性                                         | 1 | 2 | 3 | 4 | 5 |
| 21. 住宿、餐饮、交通、娱乐等旅游设施设备可靠。                   |   |   |   |   |   |
| 22. 导游、司机、前台、服务员等旅游人员着装得体, 举止文明。            |   |   |   |   |   |
| 23. 宣传册、地图、门票、合同等旅游广告材料清晰、准确、规范、有效。         |   |   |   |   |   |
| 24. 舟山旅游服务环境干净舒适。                           |   |   |   |   |   |
| 25. 舟山旅游服务价格合理。                             |   |   |   |   |   |
| 共情性                                         | 1 | 2 | 3 | 4 | 5 |
| 26. 旅行社的服务人员能够及时了解我的需求。                     |   |   |   |   |   |
| 27. 旅行社的服务人员可以为我提供个性化的服务。                   |   |   |   |   |   |
| 28. 我旅行期间当地人的友善程度是可以接受的。                    |   |   |   |   |   |
| 29. 社交媒体上的旅行信息可以帮助我做出符合我个人喜好和需求的旅行决定。       |   |   |   |   |   |
| 30. 社交媒体上的旅游信息可以帮助我更好地了解目的地文化               |   |   |   |   |   |

### 第 3 部分：社交媒体搜索

请在给出的五个选项中勾选 (√) 最合适的一个。

(1) 非常不同意, (2) 不同意, (3) 中立, (4) 同意, (5) 非常同意

| 信息搜索                                 | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------|---|---|---|---|---|
| 31. 社交媒体是获取舟山旅游信息的重要渠道。              |   |   |   |   |   |
| 32. 社交媒体上的旅游信息全面、准确。                 |   |   |   |   |   |
| 33. 社交媒体上的旅游信息可以帮助我计划一次满意的舟山之旅。      |   |   |   |   |   |
| 34. 社交媒体上的旅游信息可以帮助我了解舟山当地的文化。        |   |   |   |   |   |
| 35. 社交媒体上的旅游信息可以帮助我与其他旅行者分享我的舟山旅游经历。 |   |   |   |   |   |
| 信息共享                                 | 1 | 2 | 3 | 4 | 5 |
| 36. 在社交媒体上分享旅行信息是一个很好的方式。            |   |   |   |   |   |
| 37. 我喜欢在社交媒体上分享我的旅行经历。               |   |   |   |   |   |
| 38. 在社交媒体上分享旅行信息有助于我与他人联系。           |   |   |   |   |   |
| 39. 在社交媒体上分享旅游信息可以帮助我推广舟山旅游。         |   |   |   |   |   |
| 40. 在社交媒体上分享旅行信息可以帮助我获得认可。           |   |   |   |   |   |
| 信息评估                                 | 1 | 2 | 3 | 4 | 5 |
| 41. 我会仔细评估社交媒体上的旅行信息。                |   |   |   |   |   |
| 42. 我会从多个来源获取旅行信息并进行比较。              |   |   |   |   |   |
| 43. 我会考虑信息来源的可靠性。                    |   |   |   |   |   |
| 44. 我会考虑信息内容的准确性。                    |   |   |   |   |   |
| 45. 我会考虑信息格式的可理解性。                   |   |   |   |   |   |
| 信息使用                                 | 1 | 2 | 3 | 4 | 5 |
| 46. 我会在社交媒体上搜索旅游信息来计划我的旅行行程。         |   |   |   |   |   |
| 47. 我会在社交媒体上查看其他人的旅行经历, 以获取旅行灵感。     |   |   |   |   |   |
| 48. 我会在社交媒体上分享我的旅行经历, 以便与他人联系。       |   |   |   |   |   |
| 49. 我会在社交媒体上评论旅行产品和服务, 以帮助其他人做出选择。   |   |   |   |   |   |
| 50. 我会在社交媒体上获得旅行优惠, 以节省旅行费用。         |   |   |   |   |   |

#### 第四部分 游客满意度

请在给出的五个选项中勾选 (√) 最合适的一个。

1. 非常不满意, (2) 不满意, (3) 一般, (4) 满意, (5) 非常满意

| 期望形成                               | 1 | 2 | 3 | 4 | 5 |
|------------------------------------|---|---|---|---|---|
| 51. 社交媒体上的舟山旅游信息, 帮助你形成对舟山的期待。     |   |   |   |   |   |
| 52. 您在社交媒体上发布的舟山旅游信息可以帮助您确认对舟山的期望。 |   |   |   |   |   |
| 53. 社交媒体上的舟山旅游信息, 帮助你形成对舟山的真实印象。   |   |   |   |   |   |
| 54. 社交媒体上的舟山旅游信息, 帮助你调整对舟山的期待。     |   |   |   |   |   |
| 55. 我认为社交媒体可以帮助我了解不同文化的旅行方式。       |   |   |   |   |   |
| 期望确认                               | 1 | 2 | 3 | 4 | 5 |
| 56. 社交媒体上关于舟山旅游的信息可以满足我的期望。        |   |   |   |   |   |
| 57. 社交媒体上有关舟山旅游的信息可以满足我的旅游需求。      |   |   |   |   |   |
| 58. 社交媒体上的舟山旅游信息可以帮助我实现旅行目标。       |   |   |   |   |   |
| 59. 社交媒体上的舟山旅游信息可以让我的旅行体验更加愉快。     |   |   |   |   |   |
| 60. 社交媒体上的舟山旅游信息可以让我的旅行经历更加难忘。     |   |   |   |   |   |
| 满意度形成                              | 1 | 2 | 3 | 4 | 5 |
| 61. 社交媒体上的旅游信息可以帮助我形成对舟山的整体印象。     |   |   |   |   |   |
| 62. 社交媒体上的旅游信息可以帮助我形成对舟山旅游活动的兴趣    |   |   |   |   |   |
| 63. 社交媒体上的旅游信息可以帮助我形成购买舟山旅游产品的意愿。  |   |   |   |   |   |
| 64. 社交媒体上的旅游信息可以帮助我了解我对舟山旅游体验的期望。  |   |   |   |   |   |
| 65. 社交媒体上的旅游信息可以帮助我形成对舟山旅游目的地的忠诚度。 |   |   |   |   |   |
| 后续行为                               | 1 | 2 | 3 | 4 | 5 |
| 66. 我向别人推荐舟山作为旅游目的地。               |   |   |   |   |   |
| 67. 我在社交媒体上分享我的舟山旅行经历。             |   |   |   |   |   |
| 68. 以后我还会选择舟山作为旅行目的地。              |   |   |   |   |   |
| 69. 我在网上购买舟山旅游产品和服务。               |   |   |   |   |   |
| 70. 我会向政府或有关部门反映舟山旅游的不足之处          |   |   |   |   |   |

## BIOGRAPHY

|                               |                                                                                                             |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|
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