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RESEARCH ON THE INFLUENCE OF INTER-VISITOR INTERACTION ON POST-TRAVEL BEHAVIORAL
INTENTION----BASED ON THE MEDIATING ROLE OF TOURIST SATISFACTION

Linghua Xie, Ph.D Candidate, Doctor of Philosophy Business Administration, Chinese Graduate School,

Panyapiwat Institute of Management E-mail: 754938928@qq.com

Xiaowen Jie, Lecturer, Chinese Graduate School, Panyapiwat Institute of Management

Abstract

Post-purchase behavior intentions are an important measure and judgment basis for enterprises to accurately predict customer follow-up behavior, and are increasingly valued by enterprises and their managers. Therefore, it is a subject worthy of study to explore the factors and paths that influence the customer's willingness to purchase afterwards. The article takes the tourists of the travel agency team as the research object, and introduces the intermediary variable of tourist satisfaction to explore the influence of the interaction between tourists on the intention of post-tour behavior. It is found that the interaction between tourists has a direct impact on the satisfaction of tourists and the intention of post-tour behavior. Tourists are satisfied with the mediating effect of the interaction between tourists on the influence of tourists' behavior after the game, but the mediating effect in the process of the interaction between tourists in the interaction of the post-tourism intentions shows a layered difference.

Keywords: Tourist interaction, Satisfaction, Post-trip behavior intention, Mediation effect

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INTRODUCTION

With the coming of Service Economy Era, post-purchase behavior intentions are an important measure and judgment basis for enterprises to accurately predict customer follow-up behavior. Post-purchase behavior intentions are increasingly valued by enterprises and their managers as well as become a topic focused on by scholars. For a long time, scholars have focused on how the good interaction between customers and clerks or enterprises influences the customer's willingness to purchase afterwards. However, they have ignored that the communication and interaction between customers as well have an effect on the customer's willingness to purchase afterwards.

At present, the academic researches on the interaction between customers are just beginning without sufficient relevant research, especially the lack of in-depth discussion on the path of the impact of customer interaction in tourism service industry on the customer post-purchase behavior intention. In

view of this, the article takes the tourists who participate in the group trips organized by travel agencies as the research objects, introduces the mediating variable of tourists satisfaction to explore the influence of the interaction between tourists on the intention of the post-tour behaviors, so as to provide a basis and reference for the travel agency to increase the tourists satisfaction through improving the management of the relationship between tourists.

2. Literature review and hypothesis presentation

2.1 Connotation and dimension of interaction between customers

At present, there is a broad and narrow sense of the concept definition of customer interaction (Customer-to-customer Interaction, CCI) in academia. In view of the purpose of the article, it refers to the narrow sense of customer interaction – the behavior of the contact between customers in the same service process, that is due to the shared services, environment or facilities, a customer (or a group) directly or indirectly has(have) communication or information transmission with the other peer through active or passive contact such as verbal communication, textual information, physical contact and posture, or even just being present in the process of product, service consumption and experience Jiang, T. (2012) ; Li, Z.L. (2015). In the existing empirical research, Martin as one of the early scholars exploring the structural dimensions of customer interaction developed an measurement scale for interaction between customers in 1996 through empirical research, and divided customer interaction into 7 dimensions. Most of the follow-up researchers carried out more in-depth research on this basis. For example Nicholls, R. (2005)divided 6 as time, space, information, oral behavior, help and non-customer behavior ; Jiang, T. & Zhang, F. (2013) reconstructed on this basis and took four factors as the four dimensions—etiquette violation, interference and disputes, suggestions and help, as well as friendly conversations, and developed the relevant scale. After empirical testing, the results show that these scales have good reliability and validity, thus providing a research basis for scholars to explore the interaction between customers in the Chinese situation.

In view of this, the article uses the four dimensions developed by Jiang, T. & Zhang, F. (2013) et al. that divides the interaction between tourists into interference with exclusion, etiquette violations, friendly communications , suggestion and assistance according to the types of interaction .

2.2 Relationship between the interaction between tourists and the intention of post-tour behaviors

The article defines the concept of post-tour behavior intention of tourists as: After the trip, a specific behavior that a tourist may take in the future for the products and service that they have consumed and experienced or tourist destinations they have been to or even for the travel service enterprises such as re-visit (re-patronage), recommendation to others or word-of-mouth publicity . In the service setting, there is no such contractual relationship because the behavior between customers is

spontaneous, although the customer and the service enterprise is a kind of contract relationship of purchase and sale. Therefore, in the process of service experience interaction, customers often attribute their satisfaction or dissatisfaction with other customers to the enterprise providing the service Li, J.X. (2007), which may affect the customer's overall evaluation of the service provider Wakefield, K.L. & Blodgett, J.G. (1994), and post-purchase behavior such as their willingness to patronize again Martin, C.L. & Pranter, C.A. (1989). To this end, Moore ET (2005) believed that positive customer interaction has a significant positive impact on the customer's loyalty to the company and word-of-mouth communication, but found that there is no significant positive impact relationship on the customer's satisfaction with the company; Jiang, T. & Zhang, F. (2013) conducted an exploratory study of the interactions between group tourists and found that the interaction between group tourists had an impact on the visiting experience and post-tour behavior.

Based on the analysis above, the article presents the following assumption:

H1: In the trip, the interaction between tourists can have a direct impact on the intention of post-tour behavior .

2.3 Relationship between tourists interaction and tourists satisfaction

The tourists satisfaction in the article refers to the overall feeling of tourists after participating in a trip organized by a travel agency, i.e. the overall satisfaction of the tourists with the trip compared with the expectation in the pre-tour and time and energy paid in the tour. argued that the number of satisfactory interactions generated by other customer's friendly behaviors is considerably more than the unsatisfactory ones generated by other customers' unfriendly behaviors. The proportion of satisfying events in acquaintances is significantly greater than that of unfamiliar groups, while there is no significant difference in the evaluation of interactive behavior in the group of tourists of different kinds. Through empirical research, Wu Wu, C.H. (2008) believes that there is a positive relationship between socializing tourists interaction and satisfaction, and that socializing interaction indirectly affects tourists satisfaction by focusing tourists' evaluation on other tourists, while unsatisfactory interactive events can reduce the satisfaction of focus tourists. With cross-cultural researches, Levy, S.E. (2010) argued that active inter-tourist relationships can have a greater impact on Asian tourist groups from a collectivist culture than in other cultural contexts, and that the desire for shopping and satisfaction of Asian tourist groups can greatly increase when they are in a harmonious relationship.

Based on the analysis above, the article presents the following assumption:

H2: In the touring experience, the interaction between tourists can have a direct impact on tourists satisfaction.

2.4 Relationship between tourists satisfaction and post-tour behavior intention

In the article, the behavior intention of tourists is divided into the intention of tourists patronage, the intention of tourists recommendation, and the intention of word of mouth publicity (Some scholars call it "the willingness to re-visit based on the study of tourists satisfaction with destination. Instead, the author calls it the intention of tourists patronage because travel agencies are taken as the research subject in the article .) Studies have found that tourists satisfaction can affect tourists' behavior intentions, and when satisfied with the experience, they are more likely to accept the service or product again, and at the same time make positive recommendations and publicity to others. Mano, H. & Oliver, R.L. (1993) also concluded that the positive emotional experience can positively affect consumer satisfaction, and satisfaction can also bring positive word-of-mouth publicity intention at the same time. The results of Chen, C.F. & Chen, F.S. (2010) empirical study of heritage tour show that tourists satisfaction has direct and remarkable effect on behavior intention. Holding the same view and re-examining the models proposed by Cronin, Jr.J.J. & Taylor, S.A. (1992) and Hui, T.K., Wan, D. & Ho, A. (2007) took Singaporean tourists as the subjects and found the strong relationship between customer satisfaction and behavior intention.

Based on the analysis above, the article presents the following assumption:

H3: In the touring experience, the tourists satisfaction can positively affect the tourist's intention post-tour.

2.5 Mediating effect of tourists satisfaction

Through sorting out the literature, it is found that scholars have not made a concrete in-depth analysis of how the interaction between tourists is acting on the intention of post-tour behavior from the perspective of tourists satisfaction. Using satisfaction as a key mediating variable can provide a better entry point to for us study the relationship, which is mainly based on the following two reasons: First, there is a direct correlation between the interaction between tourists and satisfaction which has been verified by many scholars in the existing literature Martin, C.L. & Pranter, C.A. (1989); Huang, J. & Hsu, C.H. (2010) The second reason that satisfaction has always been the most powerful antecedent variable for behavior intention has also been verified by many scholars at home and abroad Petrick, J.F., Morais, D.D. & Norman, W.C. (2001).

It is obvious that there is a most direct relationship between satisfaction, the tourists interaction and the behavior intention, so the use of satisfaction as an mediating variable may help us to explore the correlation between the tourists interaction and the intention of post-tour behavior.

Based on the analysis above, according to the "S (Stimulation)-O (Organism)-R (Reaction)" theory, the interaction between tourists as an external factor (stimulation) affects the minds of tourists

(organisms), then tourists make an explicit or implicit behavior response to the external stimulation after psychological decision-making (satisfaction or dissatisfaction).

From this reasoning, the following assumptions are made:

H4: The interaction between tourists plays an indirect role in the intention of tourists post-tour behavior with tourists satisfaction

H4A: Etiquette violation indirectly has negative influence on the intention of tourists post-tour behavior with tourists satisfaction.

H4B: Interference and rejection indirectly has negative influence on the intention of tourists post-tour behavior with tourists satisfaction.

H4C: Friendly communication indirectly has positive influence on the intention of tourists post-tour behavior with tourists satisfaction .

H4D: Suggestion and assistance indirectly has positive influence on the intention of tourists post-tour behavior with tourists satisfaction .

Based on the analysis and extrapolation of the aforementioned theoretical hypothesis, the empirical research model of the article is summarized, as shown in the following figure.



Figure 1 Empirical research model diagram

3. Research design

3.1 Variable measurement

In the article, there were three core variables including interaction between tourists, tourists satisfaction and intention of post-tour behavior. The interaction between tourists as the independent variable was measured by Jiang, T. (2012) maturity scale for interaction between tourists, who took the Chinese situation as basis and revised the inter-customer interaction scale developed by Martin, C.L. (1996).The intention of post-tour behavior as the dependent variable was measured by the behavior intention scale developed by Zeithaml, V., Berry, L.L. & Parasuraman, A. (1996). The tourists satisfaction as a mediating variable was measured by the tourists satisfaction metrics developed by Li, J.X. (2007) What's more, the following eight demographic information are used as control variables, because the gender,

age, literacy levels, character, occupation, travel group types, travel duration and monthly income can play a role in the influence of interaction between tourists on the intention of the post-tour behavior.

3.2 Pre-research

Before making a formal investigation, the article analyzed the validity of each variable measurement through pre-investigation. The Cronbach's α value of the inter-visitor interaction scale is 0.871, KMO value 0.924, Sig value 0.000, and the total variance ratio explained by the four public factors is 69.878%. The maximum factor load value of all the item indexes is over 0.7, and the reliability of each dimension composition (CR) all is over 0.7, and the average variation extraction (AVE) is over 0.5. The Cronbach's α value of the post-tour behavior intention scale is 0.712, KMO value 0.682, Sig value 0.000. The standardized factor load of all the items is over 0.6, the composition reliability (CR) is more than 0.7, and the average variation extraction (AVE) is over 0.5. The Cronbach's α value of the tourists satisfaction scale is 0.910, CTC value greater than the 0.4, KMO value is 0.000, the standardized factor load of all the questions is over 0.6, the composition reliability (CR) is over 0.7 respectively, and the average variation extraction (AVE) all is over 0.5, which indicates that all factors have good convergence validity. Therefore, the scale and questionnaire used in the article have good reliability after detailed reliability tests, exploratory and verification factor analysis.

3.3 Official data collection

The survey was conducted with the help of 8 travel agencies in Baise area, Guangxi, China, as well as a total of 10 people including graduates working as tour guides in travel agencies or taking any other related jobs and students currently in Baise University. Prior to the survey, two detailed trainings were conducted to inform the 10 researchers about the purpose, content and requirements, methods and techniques of the survey, especially the place and timing to conduct the survey and the subject of the questionnaire who must be the tourist having participated in the full trip, and the best timing is on the return trip at the end of the tour. A total of 583 copies of anonymous questionnaires were collected from May 1st to June 30th 2018 and 478 valid questionnaires finally were obtained, after the questionnaires with incomplete answers, answers arranged in obvious 'Z' shape and option "uncertain" selected more than half being removed, so the efficiency is 81.99%.

4. Empirical analysis

4.1 Reliability and validity tests

Table 1 Cronbach's Alpha value for the overall scale of each variable

Variables	Cronbach's Alpha	Numbers
The interaction between tourists	0.871	17
Tourists satisfaction	0.910	4
the intention of post-tour behavior	0.712	8

Data source: collation of the article

From table 1 it is known that the alpha value of each variable's overall scale is more than 0.7, which indicates that the overall reliability of the scale is favorable and the reliability is relatively strong.

The verification factor analysis of the questionnaire was carried out by using the software AMOS22.0, and the result was that the standardized factor load of all the corresponding factors of the scale was over 0.6, with the factor load significant at the level of $p < 0.001$ and all passing the T test ($t \geq 10.217$), which indicated that the questionnaire had favorable convergence validity. The CR value of each potential variable is above 0.6, the value of AVE over 0.5, which indicates excellent convergence validity of the measuring factors and favorable intrinsic quality of the model. In terms of the inner root of the AVE between the variables, each sub average is greater than the correlation coefficient of the latent variable and other latent variables, so it shows the relatively good differentiating validity of the questionnaire in the article.

4.2 Hypothesis Inspection

(1) In order to test the relationship between the tourists interaction and the intention of post-tour behavior then verify the direct effect model, the article uses hierarchical regression analysis, SPSS21.0 for linear regression analysis to obtain R azimuth 0.488, the explanatory variation of interaction between tourists on post-tour behavior intention is 48.8%. The interaction between tourists has a significant positive effect on the intention of post-tour behavior ($\beta=0.667, p<0.05$), so H1 hypothesis is established. The results of the article also verify the research carried out by Harris&Parker (1999), Jiangting, Moore (2005), who believe that interaction between tourists can have a positive effect on the intention of post-tour behavior.

(2) Taking gender, age, literacy levels, personality, occupation, travel group types, travel duration, and monthly income as the control variables, the interaction between tourists as an independent variable, tourists satisfaction as a dependent variable, R azimuth can be analyzed as 0.358 through regression analysis and the explanatory variation of customer interaction on customer satisfaction can be 35.8%. Thus the interaction between customers has a significant positive impact on customer satisfaction ($\beta=0.579, p<0.05$), and H2 hypothesis is established.

Based on the experimental analysis in the context of Chinese culture, the article is consistent with the conclusion drawn by many Western scholars that interaction between tourists have a significant impact on tourists satisfaction.

(3) Taking gender, age, literacy levels, character, occupation, travel group types, travel duration and monthly income as control variables, the intention of post-tour behavior as the dependent variable of tourists satisfaction, R Azimuth is obtained as 0.379, and the explanatory variation of customer

perceived value on the intention of post-purchase behavior was 37.9%, Thus tourists satisfaction has a significant positive effect on post-tour behavior intention ($\beta=0.575, p<0.05$), and H3 hypothesis is established.

This conclusion validates the study of Cronin & Taylor (1992), Brady, etc. (2002), who believe that there is a strong relationship between tourists satisfaction and the intention of tourists behavior.

(4) Taking gender, age, literacy levels, personality, occupation, travel group types, travel duration and monthly income as the control variables, the interaction between tourists as an independent variables, tourists satisfaction as a mediating variable, post-tour behavior intention as a dependent variable, the following table is obtained through regression analysis.

Table 2 Mediating effect test of Tourists satisfaction

	the intention of post-tour behavior		Tourists satisfaction		the intention of post-tour behavior
	M1	M2	M3	M4	M5
	Beta	Beta	Beta	Beta	Beta
gender	-0.047	0.012	-0.104*	-0.053	0.027
age	0.01	-0.004	-0.02	-0.032	0.005
literacy levels	-0.013	0.003	0.01	0.024	-0.004
personality	-0.086	-0.086*	-0.061	-0.061	-0.069*
occupation	0.06	0.021	0.023	-0.011	0.024
group types	-0.014	-0.01	0.043	0.047	-0.023
Travel duration	-0.176***	-0.079*	-0.07	0.014	-0.083*
monthly income	0.113*	0.080*	0.099*	0.071	0.06
interaction between tourists		0.667***		0.579***	0.502***
tourists satisfaction					0.285***
R azimuth	0.06	0.488	0.035	0.358	0.54
modified R azimuth	0.044	0.478	0.018	0.345	0.53
F	3.722***	49.538***	2.101*	28.972***	54.818***

Note: *, p<0.05; **, p<0.01; ***, p<0.001

From Model 2 in the table above, it is known that the interaction between tourists has a significant impact on post-tour behavior intention. From Model 4 it is known that the interaction between tourists has a significant impact on tourists satisfaction, and from Model 5 it can be learned that tourists satisfaction has a significant impact on post-tour behavior intention. However, the standardization coefficient of inter-tourist interaction on post-tour behavior intention decreased from 0.667 in Model 2 to

0.502 in model 5, indicating that tourists satisfaction had a partial mediating effect in the process of the influence of tourists interaction on post-tour behavior intention, so the H4 hypothesis was established.

(5) Taking gender, age, literacy levels, personality, occupation, travel group types, travel duration, monthly income as control variables, four dimensions including the interaction between tourists, etiquette violation, interference exclusion, friendly communications, suggestions and help as independent variables, tourists satisfaction as a mediating variable, and post-tour behavior intention as a dependent variable, table 3 below is obtained with mediating tests.

Table 3 Each dimension of interaction among tourists indirectly affects post-tour behavioral intention through Tourists satisfaction

	the intention of post-tour behavior		Tourists satisfaction		the intention of post-tour behavior
	M1	M2	M3	M4	M5
	Beta	Beta	Beta	Beta	Beta
gender	0.014*	0.055	-0.104*	-0.045	0.067
age	-0.027	-0.035	-0.02	-0.039	-0.025
literacy levels	-0.001	0.009	0.01	0.027	0.001
personality	-0.031	-0.028	-0.061	-0.066	-0.01
occupation	0.057	0.027	0.023	-0.006	0.029
group types	-0.109*	-0.108**	0.043	0.057	-0.123
Travel duration	-0.106*	-0.037	-0.07	0.01	-0.04
monthly income	0.076	0.053	0.099*	0.073	0.034
etiquette violations		-0.117*		-0.24***	-0.054
interference and rejection		-0.149**		-0.093*	-0.125*
friendly communications		0.144**		0.283***	0.069
suggestions and assistance		0.183***		0.118*	0.151**
F					0.266***
R azimuth	0.036	0.246	0.035	0.368	0.29
modified R azimuth	0.019	0.226	0.018	0.352	0.27
F	2.159*	12.613***	2.101*	22.554***	14.597***

Note: *,p<0.05; **,p<0.01; ***,p<0.001

From Model 2 in the table above, it can be learned that etiquette violation, interference and rejection, friendly communication, suggestions and assistance all have significant impacts on post-tour behavior intention. From Model 4, it can be learned that etiquette violation, interference and rejection, friendly communication, suggestions and help all have a significant impact on the tourists satisfaction. From model 5, it can be learned that tourists satisfaction on the post-tour behavior intention has a significant impact, while the standardization coefficient of etiquette violation on the post-tour behavior

intention deceases to 0.054 and has no significant impact, indicating that the tourists satisfaction has a complete mediating role in the influence of etiquette on the intention of the post-tour behavior, so H4a hypothesis is established.

Interferences and rejection has a significant influence with the standardization coefficient of interference and rejection on the post-tour behavior intention -0.149 down to 0.125 , which shows that tourists satisfaction has a partial mediating effect on the influence of interference and rejection on post-tour behavior intention, and the H4b hypothesis is established. the standardized coefficient of friendly communication on the intention of the post-tour behavior decreased from 0.144 to 0.069, and did not have a significant effect, indicating that the tourists satisfaction had a complete mediating effect on the influence of friendly communication on the intention of the post-tour behavior, and the H4c hypothesis was established. the standardized coefficient of suggestion and assistance on post-tour behavior decreases from 0.183 to 0.151, which indicates that the tourists satisfaction has a partial mediating effect on the influence of Suggestion and assistance on the intention of the post-tour behavior, and the H4d hypothesis is established.

Table 4 Summary table for hypothesis inspection

H.O.	hypothesis	Inspection results
<u>H1</u>	In the touring experience , the interaction between tourists can have a direct impact on the intention of post-tour behavior .	Passed
<u>H2</u>	In the touring experience, the interaction between tourists can have a direct impact on tourists satisfaction.	Passed
<u>H3</u>	In the touring experience, the tourists satisfaction can positively affect the tourist's intention post-tour.	Passed
<u>H4</u>	The interaction between tourists plays an indirect role in the intention of tourists post-tour behavior through tourists satisfaction.	Passed
<u>H4a</u>	Etiquette violation indirectly have negative influence on the intention of tourists post-tour behavior through tourists satisfaction.	Passed
<u>H4b</u>	Interference and rejection indirectly have negative influence on the intention of tourists post-tour behavior through tourists satisfaction.	Passed
<u>H4c</u>	Friendly communication indirectly have positive influence on the intention of tourists post-tour behavior through tourists satisfaction .	Passed
<u>H4d</u>	Suggestion and assistance indirectly have positive influence on the intention of tourists post-tour behavior through tourists satisfaction .	Passed

5. Conclusions and Enlightenment

On the whole, the article obtains the following research results and conclusions:

(1) The interaction between tourists can have a positive effect on tourists satisfaction. Many western scholars have found in previous studies that the more positive the interaction between tourists in the course of a group trip, the higher their satisfaction can be.

In the article, the point that the interaction between tourists in the context of Chinese culture can have a significant positive impact on the tourists satisfaction has been verified again.

(2) Both the interaction between tourists and tourists satisfaction have a significant effect on the intention of the post-tour behavior. When there is positive, positive interaction between tourists and other tourists, it can promote the pleasure of the journey and even become an unforgettable travel experience. When the journey is over, it can be followed by the desire to have or share with others such an unforgettable and pleasant experience, or willingness to show active intention such as patronage , recommendation and word of mouth publicity. Tourists satisfaction can also have a positive impact on post-tour behavior intentions. When satisfied with the travel experience, the more likely they are to show positive post-tour behavior intentions.

(3) Tourists' satisfaction plays a part of the mediating effect in the process of the influence of the interaction between tourists on the intention of post-tour behavior, while there is hierarchical difference in the mediating effect in the process of the influence of the interaction between tourists on the intention of the post-tour behavior. Tourists satisfaction has a complete mediating role in the influence of etiquette violation and friendly communication on the intention of post-tour behavior, while it has a partial mediating effect in the influence of interference, rejection , Suggestion and assistance on post-tour behavior intention.

Based on the results obtained from the research above, travel agencies can manage and regulate inter-customer interaction in the course of trip, and can do a good job from the following aspects:

First of all, with market researches, understanding the needs of tourists and identifying their personalities, travel agencies should classify and attract homogenous tourists to form a travel group as possible according to the categories such as travel routes, consuming preferences and cultural background.

Secondly, travel agencies should pay attention to the satisfaction of tourists in the course of trip, because in the age of Experience Economy, the purpose of travel is to be happy. Therefore, giving tourists care and love in the journey and never leaving tourists snubbed, lonely and helpless, travel agencies should help tourists have both aesthetic enjoyment and leisurely fun and increase the overall satisfaction of the journey.

Thirdly, travel agencies should pay attention to intention of the tourists post-tour behavior and enhance the ability to predict the tourists dynamics and broaden the way of word-of-mouth publicity for the enterprise.

Finally, there are still some shortcomings in the article such as intervention of tour guides, the quality and frequency of tourists interaction and negative post-tour behavior intention, including the complaints from tourists are not taken into account in the process of constructing the theoretical model in the article, which can be used as the future direction of the article.

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