

Reservation System of Leisure Accommodation, User Satisfaction and Revisit Intention: Comparisons among Pension, Resort and Natural Recreation Forest

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Abstract. This paper examines how the reservation system of leisure accommodations has an influence on user satisfaction and revisit intention. Three type of leisure accommodation are considered such as pension, resort and natural recreation forest. The results show that (1) the reservation systems for all types of accommodation have significant influences on user satisfaction and revisit intention; and (2) user satisfaction in resort and natural recreation forest has a significant influence on the revisit intention, whereas user satisfaction in pension has an insignificant influence on the revisit intention.

Keywords: Leisure Accommodation, Reservation System, Satisfaction, Revisit Intention.

1 Introduction

There has been significant increases in inbound tourism with grow in national incomes and the introduction of the five-day work week in Korea for the past ten years. With the advancement of IT technologies, the tourists tend to prefer the Internet-accessed reservation of leisure accommodation rather than the reservation after direct visit. Thus it is necessary for accommodations to offer the Internet-accessed reservation system.

This paper considers the pension, the resort, and the natural recreation forest as the leisure accommodations. The pension is characterized as the self-employed operations, the resort as the large corporations-run operations and the natural recreation forest as the central/local government-run operations.

The previous studies focused on the selected attribute types of accommodations [1][2]. This study is motivated by the desire to investigate the reservation system of leisure accommodation on the satisfaction and the revisit intention and by the recognition that there are limited empirical studies that address the effects of reservation system by accommodation types.

2 Theoretical Background

Reservation system is the system about the will that the customers pay in advance in terms of purchasing products or services. It requires various information that can provide the customized contents to customers and draw the reasonable and effective decision-making tool for the business [3].

User's Satisfaction is the overall state of mind caused by a combination of feelings between the actual experience and expectations before purchasing products or services [4]. The selection attributes are positively related with customer satisfaction.

Revisit Intension is defined as the behavioral intentions implemented by the act of thinking and attitudes which is based on the actual experience of service and the possibility of repeated use [5].

3 Research Methodologies

To testify the relationship among reservation system, user's satisfaction and revisit intention, we establish the research model based on following hypotheses.

Hypothesis 1: The relationship between reservation system and user satisfaction.

Hypothesis 2: The relationship between reservation system and revisit intension.

Hypothesis 3: The relationship between user satisfaction and user satisfaction.

Hypothesis 4: The moderating effect between reservation system and user satisfaction by accommodation type.

Hypothesis 5: The moderating effect between reservation system and revisit intension by accommodation type.

Hypothesis 6: The moderating effect between user satisfaction and user satisfaction by accommodation type.

The data are collected by questionnaire survey from 737 guests (pension 244, resort 216 and natural forest 277) who visited the leisure accommodations during June 2012 to December 2012.

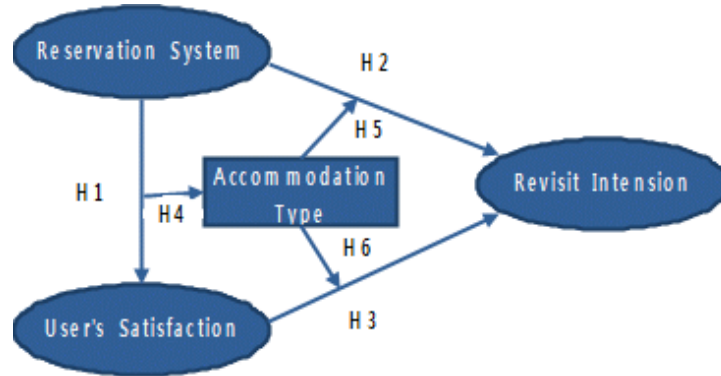


Fig. 1. Research Model

4 Empirical Analysis

First Cronbach's coefficient alpha analysis was conducted to measure the internal consistency of factors considered (Table 1). Then the convergent validity, the discriminant validity and the model fit were analyzed (Table 2). Finally the path analysis was used to testify the research model (Table 3)[6].

There are significant differences among users of leisure accommodations for all the considered variables (reservation system, user's satisfaction and revisit intention)

Table 1. Results of Confirmatory Factor Analysis

Variables	Cronbach's α			AVE			P		
	Pension	Resort	Forest	Pension	Resort	Forest	Pension	Resort	Forest
Reservation System	0.755	0.796	0.775	0.527	0.568	0.543	0.000	0.000	0.000
User's Satisfaction	0.872	0.810	0.833	0.692	0.591	0.625	0.000	0.000	0.000
Revisit Intension	0.871	0.758	0.833	0.705	0.546	0.641	0.000	0.000	0.000
Model Fit	Pension	(df=24)=59.684, CFI=0.973, TLI=0.960, IFI=0.973, RMSEA=0.078							
	Resort	(df=24)=46.082, CFI=0.974, TLI=0.961, IFI=0.974, RMSEA=0.064							
	Forest	(df=24)=52.519, CFI=0.976, TLI=0.963, IFI=0.976, RMSEA=0.066							

Table 2. Results of Hypothesis

H	Path	Class	NSPE ¹	SPE ²	S.E.	C.R.	Prob	A/R ³
H1	Reservation System → User's Satisfaction	Pension	0.855	0.674	0.097	8.788	0.000	A
		Resort	0.557	0.575	0.081	6.892	0.000	A
		N.Forest	0.444	0.514	0.067	6.626	0.000	A
H2	Reservation System → Revisit Intension	Pension	0.800	0.920	0.083	9.611	0.000	A
		Resort	0.492	0.621	0.084	5.836	0.000	A
		N.Forest	0.743	0.715	0.086	8.603	0.000	A
H3	User's Satisfaction → Revisit Intension	Pension	-0.37	-0.41	0.080	-5.07	0.612	R
		Resort	0.203	0.264	0.067	3.020	0.003	A
		N.Forest	0.187	0.208	0.059	3.159	0.002	A
Model Fit		Pension	Resort	Natural Forest				
R ²	User's Satisfaction	0.454	0.331	0.264				
	Revisit Intension	0.803	0.644	0.706				
Chi-square		59.684	46.082	52.519				
df		24	24	24				
CFI		0.973	0.974	0.976				
TLI		0.960	0.961	0.963				
IFI		0.973	0.974	0.976				
RMSEA		0.078	0.064	0.066				
AIC		119.684	106.082	112.519				

¹ : Non-Standardized Parameter Estimates,

² : Standardized Parameter Estimates,

³ : Accept/Reject.

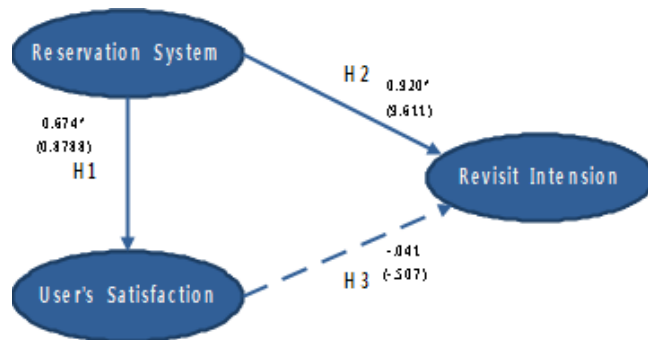


Fig. 2. Path Analysis for Pension

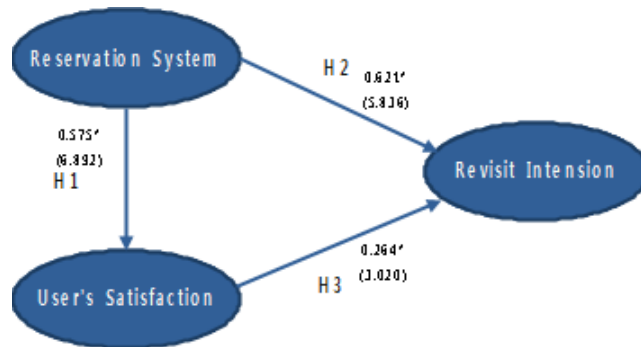


Fig. 3. Path Analysis for Resort

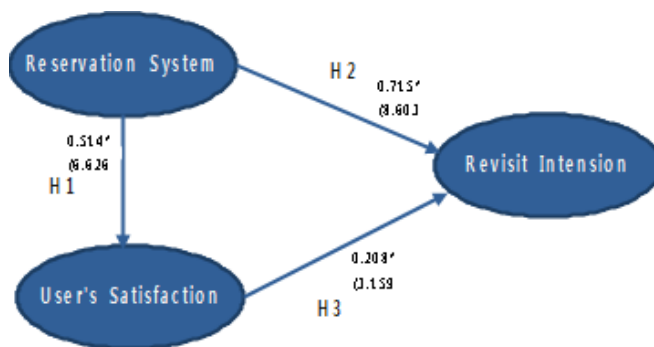


Fig. 4. Path Analysis for Natural Recreation Forest

There are some moderation effects by accommodations were examined. The pension was most significant to the relationship of 1) reservation system and satisfaction, and 2) reservation system and revisit intention. The resort was most significant to the relationship of user satisfaction and revisit intention. The pension was insignificant to the satisfaction and revisit intention.

Table 4. Results of Moderation Effects by Accommodation Type

Model	X ²	df	CFI	RMSEA	Δ X ²	p-value
Base Line Model	158.288	72	0.974	0.040		0.000
Equality Constraint Model (Reservation system→ User's Satisfaction)	171.084	74	0.971	0.042	12.790***	0.000
Equality Constraint Model (Reservation system→ Revisit Intension)	164.990	74	0.973	0.041	6.700**	0.000

Equality Constraint Model (User's Satisfaction→ Revisit Intension)	164.839	74	0.973	0.041	6.550**	0.000
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Note : * < 0.1, ** < 0.05, *** < 0.01

5 Discussions and Implications

This study shows that there are significant effects of reservation system on the user satisfaction and the revisit intention. Thus the accommodation operators should recognize the customer relationship to strengthen their competitiveness.

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