

Supply Chain Strategy in Tourism Industry for Antecedents and Consequences of Foreign Tourists Shopping Satisfaction on Revisit Intention at Traditional Souvenir Market

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Abstract. The paper aims to investigate the possible relationship between tourism supply chain and strategic partnership, read as a way to reduce and better manage the complexity in tourism industry. The previous studies on satisfaction in tourism have attracted the attention of practitioners and academicians, but its consequences on tourists revisit intention at traditional retail has not been widely carried out. This study aims to explain the factors that influence satisfaction as well as its consequences on revisit intention of tourists at the traditional souvenir market in Bali through the supply chain management (SCM) system. In addition, it also explained the role of sources of WOM (offline and online) as a moderator of the relationship between service quality and product quality towards tourist satisfaction. A survey was conducted from foreign tourists who visited and experienced to shop souvenirs at the traditional market in Bali. The data were analyzed using the SEM-PLS approach. This study revealed that SCM had a positive and significant effect on trust, satisfaction, and revisit intention. Product and service quality had a positive and significant effect on trust, satisfaction, and revisit intention. Trust had a positive and significant effect on satisfaction and revisit intention. Satisfaction had positive and significant effect on revisit intention. However, the source of WOM (offline and online) did not significantly moderate the effect of service quality and product quality towards satisfaction. This study proved product quality was the most influential factor impacting satisfaction. The ability to maintain consistency of service quality and product quality were very important factors in creating tourists trust, satisfaction and revisit intention. Finally, this model is expected to contribute in determining the SCM that influence tourist satisfaction at souvenir traditional market.

Keywords— Product Quality, Revisit Intention, Satisfaction, Service Quality, Supply Chain Management, Trust, Tourism Industry

1. Introduction

With its origins in logistics, Supply Chain Management (SCM) concept is covering all managerial aspects of the flow of materials and information from source to customer, across the entire range of materials handling and movement functions, and throughout an organization and its supply channels. In tourism, these issues relate to the whole process of providing tourism services from sourcing of raw materials, products or different services) to supply and distribution, and SCM performance can ultimately be measured by customer satisfaction. Traditional souvenir markets play an important role in the tourism business in Bali due to one of the tourist favorite activities during their visit to Bali is to visit a traditional souvenir market. The traditional souvenir market contributes to increase employment opportunities due to most of the products sold in the traditional souvenir market are produced by small and medium enterprises (SMEs). The interviews with the chief and sellers at the traditional souvenir market confirmed there was a decrease in tourist visits to the traditional souvenir markets, despite the visit of foreign tourists to Bali increased. The declination has been occurring because they were unable to compete with modern shops, shopping malls, supermarkets, and hypermarkets that have been popping up and selling similar products. Previous studies found satisfaction is an important factor in increasing organizational competitive advantage [1-5]. Satisfaction is a key to success in running an organization [6]. Customers are satisfied when performance meets expectations, customers are not satisfied when performance is below expectations, and customers are very satisfied when performance exceeds expectations

[7]. Customer satisfaction depends on the quality of the product and services provided to customers [8-10]. In addition to service quality and product quality, trust is one of the factors that influence tourist satisfaction toward a tourist destination [11-13]. Based on business phenomenon occurs and empirical studies on the factors affect tourist visitation to traditional souvenir markets, a pre-research study was conducted to determine the level of satisfaction of tourists who visited traditional souvenir markets. Pre-research conducted by distributing questionnaires to 30 foreign tourists and the results showed there were still complaints from tourists about the facilities and physical evidence provided in the market area, such as the lack of adequate parking facilities, complaints against market cleanliness, products were not organized well, sellers could not communicate well because of limitations in mastering foreign languages. It was found that there were tourists who did not trust in the good reputation of the souvenir market, were dissatisfied after visiting a traditional souvenir market, and did not intend to revisit when returning to Bali. The pre-research results indicated there are efforts that need to be made to increase the satisfaction of tourists who visit the traditional souvenir market.

The ability of a company to meet customer expectations on product quality is one of the most important factors in increasing customer satisfaction. Product quality has a significant effect on customer satisfaction [14, 15]. Alongside with product quality, other factor influenced satisfaction in retail businesses is service quality. In [16] proposed ServQual dimensions, consists of tangibles, reliability, responsiveness, assurance, and empathy to measure service quality. Previous studies found service quality has a positive effect on satisfaction [17-20]. Trust and satisfaction are two other variables that have been explored to determine the consequences of those variables toward consumer behavior after making a purchase [21]. There is a reciprocal correlation between trust and satisfaction. In [22-23] who conducted research on antecedents of trust in the tourism industry found satisfaction was the most influential factor on tourist trust toward tourist destinations. In contrast, [24] found trust is one of the factors influencing the tourist satisfaction of tourist destinations

Tourist satisfaction is very important in the context of the tourism business because it has an

implication for future customer behavior towards tourist destinations. Studies on the consequences of satisfaction on revisit intention have been carried out both at service companies and modern retailers. Tourist satisfaction influenced tourists revisit intention to a tourist destination [25-27]. Meantime, [28] found that tourist satisfaction did not significantly influence revisit intention. Tourist expectations before visiting tourist destinations affect the level of tourist satisfaction [29]. Tourist expectations are built from information received regarding tourist destination from organization or word of mouth from family and friends. The relationship between satisfaction and word of mouth (WOM) has been widely studied and researched both in the service business and modern retail. The better information received about a tourist destination, the higher tourist expectations of services and products provided. If the perceived quality meets tourists expectations, they feel satisfied. Conversely, if tourists feel the quality received is not in accordance with the recommendations received and expectations that have been formed, they will feel disappointed and likely not to return. Information received through WOM can be sourced from offline and online. There are differences in the influence of offline with online WOM on consumers. Offline WOM occurs among people who have a closer relationship so their opinions or advice will have a stronger influence on customer satisfaction [30]. Online WOM has a weaker relationship, anonymity, and is spread through the internet and spreads more effectively (Sun, 2006). Online or eWOM were able to reach consumers 30 times more than offline WOM, and consumers found information from eWOM to be more up to date and interesting than offline WOM [31]. Based on previous studies that found the difference effect of offline and online WOM to customers, in this study, the source of WOM becomes a moderating variable to examine the role of offline and online WOM in moderating the influence of service quality and product quality on tourist satisfaction after visiting traditional souvenir markets in Bali. Based on the explanation above, the purpose of this study is to explain (1) the effect of service quality on trust, satisfaction and revisit intention, (2) the effect of product quality on trust, satisfaction and revisit intention, (3) the effect of trust on satisfaction and revisit intention, (4) the effect of satisfaction on revisit intention, (5) the role of SCM

in moderating the influence of service quality and product quality on satisfaction.

2. Literature Review

2.1. Service Quality

In [31] proposed five dimensions of service quality, which is called as ServQual, that are: (1) tangibles includes physical facilities, equipment, and appearance of personnel, (2) reliability is the ability to perform the promised service dependably and accurately, (3) responsiveness is willingness to help customers and provide prompt service, (4) assurance is knowledge and courtesy of employees and their ability to inspire trust and confidence, and (5) empathy is caring, individualized attention the firm provides its customers. ServQual has been most widely used as a reference in measuring service quality in various types of businesses such as in the fields of health, tourism, education, banking or government agencies. Previous studies have shown service quality is a very important factor to build tourists' trust [32-35]. Service quality is a very important factor in increasing tourist satisfaction at tourist destinations [36, 37]. In [38] who conducted research on rural tourism in Malaysia found there was a positive and significant relationship between service quality and consumer behavior intentions. The success of an organization providing service quality in accordance with customer expectations affect customer intentions to visit again [39, 40]. Based on empirical research the following hypotheses are formulated:

H1: Service quality has a positive and significant effect on trust.

H2: Service quality has a positive and significant effect on satisfaction.

H3: Service quality has a positive and significant effect on revisit intention.

2.2. Product Quality

Product quality is a characteristic of a product or service that produces the ability to satisfy and meet customer needs (Kotler & Armstrong, 2016). There are eight dimensions of product quality proposed by [41] which are: (1) performance refers to a product primary operating characteristics, (2) features is the second dimension of quality that is often a secondary aspect of performance, (3) reliability reflects the probability of a product malfunctioning or failing within a specified time period, (4) conformance refers to the degree to which a product's design and operating

characteristics match pre-established standards, (5) durability refers to the measure of product life, durability has both economic and technical dimensions, (6) serviceability refers to the speed, courtesy, and competence of the repair service. (7) aesthetics are product looks, feels, sounds, tastes, or smells (appearance and impression), and (8) perceived quality is the manner and feel the consumers experiment using the product. Those dimensions have been used as a reference in research on product quality in modern retail businesses. Researchers choose one or more criteria according to what is needed in the object of research [42]. In [43] conducted a study of tourists who had purchased products for souvenirs in Pinlandia, and suggested sellers had to provide a more diverse selection of products because it could increase the opportunities for tourists to get souvenirs according to their expectation.

Customer experience after trying a product tends to influence customer trust in the product and organization. Tourist trusts toward a tourist destination is influenced by the ability of a tourist destination in maintaining the consistency of product quality. Previous researches have shown product quality has a positive and significant effect on customer trust [44]. The company has to make continuous improvements in product quality so it can meet expectations and increase customer satisfaction [45-47]. Satisfaction is the emotional response of customers when comparing expectations to the quality of a product compared to the perceived quality. There is a strong relationship between product quality and the level of customer revisit intention [48-51]. Based on empirical research, the following hypothesis are formulated

H4: Product quality has a positive and significant effect on trust.

H5: Product quality has a positive and significant effect on satisfaction.

H6: Product quality has a positive and significant effect on revisit intention.

2.3. Customer Trust

Trust is an important asset in developing long-term relationships with customers. An organization has to be able to recognize the factors that can build customer trust, in order to create, manage, maintain, support and enhance the level of customer relationships [52]. Trust influences customer satisfaction [53]. Trust has become a very

important topic in the tourism business because trust is an antecedent of satisfaction [54]. Customer trust includes how a company performs honesty, integrity, capability, consistency, and various other performances to shape customer trust. Trust plays a very important role in building long-term relationships with customers because trust can create, maintain and improve relationships with customers. Numerous studies in the context of tourism have shown that Trust has a positive and significant effect on tourists' desire to revisit [55-57]. The ability of a tourist destination to provide consistency of service quality and product quality can lead to satisfaction and tourist behavior intention. Trust is a very important element in fostering long-term relationships with tourists [58]. The experience of tourists in a tourist destination has an effect on trust, and trust influences consumer behavior in the future, such as to recommend to others and revisit intention [59]. The previous studies provide the reason to formulate the following hypothesis:

H7: Trust has a positive and significant effect on satisfaction.

H8: Trust has a positive and significant effect on revisit intention.

2.4 Customer Satisfaction and Revisit Intention Through SCM

In [43] has stated the Expectancy-Disconfirmation Paradigm (EDP) is the most suitable concept to assess customer satisfaction. This model implies consumers buy goods and services with expectations built before the purchase. The level of expectation becomes the standard for evaluating products and services. After the product or service is used, customers feel satisfied or dissatisfied depending on the positive or negative difference between expectations and perceptions. When the performance of service is better than customer expectation, there is a positive disconfirmation between expectations and performance that causes satisfaction, when service performance is the same as expected, there is confirmation between expectations and perceptions that produces satisfaction. Conversely, if the service performance is not as good as expected, then there is a negative disconfirmation between expectations and perceptions that causes customer dissatisfaction. Satisfaction has important implications for the company because the concept of satisfaction is not a simple process. Consumers

play an important role in measuring satisfaction with the products and services provided by the company. Customer satisfaction has become the main concept both in the product or service business. Satisfaction provides benefits for the company because the higher level of customer satisfaction will result in a higher desire to revisit. Previous studies have shown that satisfaction affects customer behavioral intention.

Satisfaction can increase company profits because it can reduce marketing costs. Satisfied customers tend to make return visits, and tell positive things about the company. Satisfaction is the emotional response of customers when evaluating the difference between expectations relating to services and perceptions of actual performance and perceptions of performance obtained through the physical interaction of customers with products and services provider. The experience of tourists toward tourist destinations is considered as the most important factor in tourism development. Tourist satisfaction is a key factor influencing the intention to visit again. Tourists were satisfied if the value of the service received was equal to or greater than the price they paid. Tourist satisfaction is a feeling that arises after tourists compare expectations before and after receiving services. Tourist satisfaction is the result of the cognitive and emotional aspects of activities carried out by tourists and related to the behavior of tourists after a visit to a tourist destination [45]. Tourist satisfaction with tourist destinations influences tourist behavioral intentions [45, 53]. Customer behavior intention manifested in the intention of tourists to return to tourist destinations. Revisit Intention is a customer willingness to come back to a company in the future [53, 7]. A positive tourist experience about tourist destinations can produce tourist retention, which is reflected in the intention of tourists to make a return visit to a tourist destination. The previous studies provide the reason to formulate the following hypothesis:

H9: Satisfaction has a positive and significant effect on revisit intention

2.5. SCM in Tourism

SCM communication is very important for marketers because a satisfied customer delivers it to family, friends or neighbors, and dissatisfied customers will be an obstacle to sales. SCM is a personal communication between two or more

individuals, for example between customers and sellers or between members of a group (Assael, 2004). Recommendations from customers are usually considered to be more reliable than promotional activities that are intentionally carried out by the company and have a strong influence on the community to decide to use or reject a service. SCM is also quickly accepted as a reference because it is usually difficult for customers to evaluate products or services that they did not buy or feel themselves. SCM is informal communication among consumers about a company including the characteristics of its products and services (Shi et al., 2016). Information about tourist destinations that are received through SCM will affect tourists expectations. Satisfaction is influenced by expectations [5]. There are two dimensions that affect tourist satisfaction which are tourist expectations before traveling and tourist evaluation based on experience after visiting tourist destinations. Satisfaction is the attitude of the customer towards a product or service after receiving SCM. Thus, we assume the following hypothesis:

H10: SCM significantly moderates the effect of service quality on satisfaction

H11: SCM significantly moderates the effect of product quality on satisfaction.

Based on the hypothesis presented above, which are derived from the findings of previous research, this study proposes the following conceptual model (see figure 1).

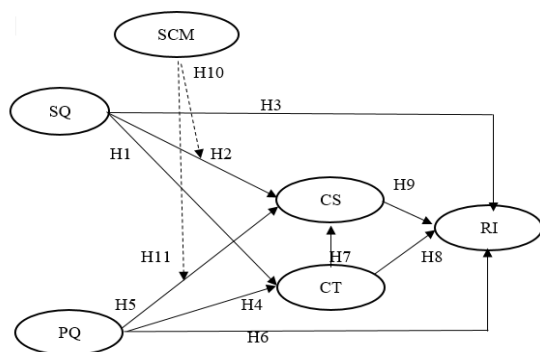


Figure 1. Concepts and Hypotheses

Abbreviation description:

SQ = Service quality
 PQ = Product quality
 CS = Customer satisfaction
 CT = Customer trust
 RI = Revisit intention

3. Methodology

3.1 Research Variables

The measurement of each variable was adopted from numerous previous studies and modified to be used in the retail context of the traditional souvenir market. The subscales of the model constructs were developed using the following sources:

- Service quality
- Product quality
- Trust
- Satisfaction
- Revisit intention
- Source of WOM

Variables and indicators used in this study are defined as follows:

1. Service Quality consist of five dimensions:

(a) Tangibles are reflected from indicators: parking space availability, neatness of kiosk/booth market cleanliness, and neatness of product display.

(b) Responsiveness is consists of indicators: speed of service, willingness to assist tourist, the ability to respond to the tourists demands and willingness to provide information.

(c) Assurance is consists of indicators: the ability to instill confidence, the ability to provide a sense of security, merchant courtesy, and the ability of sellers to answer tourist's questions.

(D) Empathy is reflected with the patience of the seller, the ability to communicate, individually attention, and understanding the specific needs of travelers.

(e) Reliability is consisted of the transaction accuracy, the speed of the transaction process, and the suitability of the service as promised.

2. Product quality variable is reflected with four indicators: product variation, product performance, uniqueness of product design and attractiveness of product features.

3. Trust is reflected with three indicators: the good reputation of the market, the consistency of service quality and the consistency of product quality.

4. Satisfaction is reflected with three indicators: satisfied with service quality, satisfied with the product quality, satisfied with the transaction, and the right decision to purchase at traditional souvenir market

5. Revisit intention is reflected with four indicators, intention to visit the market when coming to Bali, consider the art market as the first choice to buy souvenirs, intention to revisit with family and intention to revisit with friends.

6. The source of WOM is reflected with offline and online indicators. Offline WOM is the information received by tourists directly through conversations with family, friends, or others, and online WOM is information received by tourists through the internet.

3.2 Data collection and sample profile

This research used quantitative methods of data intending to analyze the antecedents of satisfaction and its consequences on revisit intention at traditional retail. The surveys were performed in Bali's traditional art market: Sukawati, Guwang, Ubud, Kuta, Badung, and Kumbasari, with a total of 170 persons who responded to the survey. By using multivariate analysis, the standard rule is that the minimum number of observation is at least five times as many observations. As there were 34 indicators to be tested, a sample of 170 falls within an acceptable sample range. The survey data were obtained through purposive sampling, with two screenings, i.e: foreign tourists aged over 18 years old, and have been to the traditional souvenir

market so being able to provide an assessment of the quality of services and products they received, trust and satisfaction after their shopping experience, and a desire to return to the traditional art market, on their next visit to Bali. Table 1 presents the main data in the sample profile. All of the constructs and reflective items were measured using a five-point scale ranging from 1 strongly disagree to 5 strongly agree. This research used partial least square (PLS) modeling as implemented in Smart PLS software 3.2.8.

4. Data Analysis and Results

4.1 Characteristics of Respondents

Respondents in this study are foreign tourists who have visited the traditional souvenir markets in Bali. The characteristics of the respondents in this study are briefly described with gender, age, marital status, and citizenship, the frequency of foreign tourists visiting Bali, the frequency of foreign tourists visiting the souvenir market, traditional souvenirs markets that have been visited, and WOM recommender.

Table 1: Characteristics of Respondents

Characteristics of Respondents	Description	Frequency of	
		People	%
Gender	Male	52	30.60
	Female	118	69.40
	Total	170	100.00
Age	18-25	16	9.40
	26-33	23	13.50
	34-41	19	11.20
	42-49	18	10.60
	50-57	35	20.60
	≥58	59	34.70
	Total	170	100.00
	Marital Status	Single	63
	Married	107	62.90
	Total	170	100.00
Citizenship	Asian	28	16.50
	Australia	29	17.10
	Europe	54	31.80
	American	59	34.70
	African	0	00.00
	Total	170	100.00
Frequency of foreign tourists visiting Bali	1st	113	66.50
	2nd	23	13.50
	3rd	3	1.80
	> 3	31	18.20
	Total	170	100.00
Frequency of foreign tourist visited to the souvenir market.	1st	130	76.50
	2nd	17	10.00
	3rd	3	1.80
	> 3	20	11.80
	Total	170	100.00
Traditional souvenir market were visited by tourists.	Sukawati	45	26.50
	Guwang	19	11.20
	Ubud	42	24.70

	Kuta	29	17.10
	Badung	15	8.80
	Kumbasari	20	11.80
	Total	170	100.00
WOM recommender	Family	32	18.82
	Friends	75	44.12
	Travel Agent	12	7.06
	Tour Guide	23	13.53
	Hotel Concierges	21	12.35
	Others	7	4.12
	Total	170	100.00

Based on Table 1, it can be described the majority of respondents who visited the traditional souvenir market were female, which is 69.40 %. Based on the age characteristic, the dominant respondents were 58 years and above, which was 34.70 %. Most respondents were married, which was to 62.90 %. In terms of citizenship, the majority of respondents came from America, which was 34.70 %. The majority of respondents visiting the souvenir market were respondents who came to Bali for the first time, amounted to 66.50 %. While based on the frequency of visits to the souvenir market, the majority of respondents made their first visit to the souvenir market, which was 76.50 %. Most of the respondents visited Sukawati Souvenir Market, which was 26.50 %. When viewed from who

recommended the souvenir market to respondents (WOM recommender), most tourists got recommendations about the traditional souvenir market from friends and family, which was 62.94 %.

4.2 Validity, reliability, Structural model analysis

Before analyzing the hypotheses, the reliability of each scale was confirmed using three tests: Cronbach's alpha, composite reliability of the construct (both with a limit of 0.7), and average variance extracted. Table 2 shows the results, which in all cases meet the established minimum values.

Table 2: Reliability of scales

Construct	Composite Reliability	AVE	Cronbach's Alpha
Tangibles	0.885	0.659	0.826
Resposiveness	0.896	0.684	0.846
Aassurance	0.914	0.725	0.874
Empathy	0.894	0.678	0.842
Reliability	0.873	0.697	0.782
Service Quality	0.962	0.572	0.958
Product Quality	0.916	0.731	0.877
Trust	0.908	0.712	0.865
Satisfaction	0.920	0.743	0.885
Revisit Intention	0.904	0.758	0.841

Evaluation of the model consists of evaluating the outer model and the inner model. Outer model evaluations are distinguished by first order construct and second order construct. Evaluation on first order construct is done through convergent validity test, discriminant validity test and Fornier-Locker test. Evaluation of convergent validity showed all indicators have loading factor surpass 0.5 (> 0.5), p-values less than 0.05 (< 0.05), and AVE values surpass 0.5. It means all constructs in this study were valid and meet the evaluation criteria of the outer model convergent validity. Discriminant validity can be done by cross-loading

evaluation and can also be done using the square root of average variant extracted (\sqrt{AVE}). The results of data analysis showed that all constructs have AVE values surpassed 0.50 and the square root of average variant extracted (\sqrt{AVE}) values for each variable were greater than the correlation value between the latent variable and other variables, so all indicators were valid discriminant. Reliability model is evaluated based on composite reliability (expected to be greater than 0.7 and AVE value expected to be greater than 0.5, and Cronbach's Alpha value expected to surpass than 0.7). The reliability test showed the Composite

Reliability value for all constructs was greater than 0.7, the value of AVE surpassed 0.50, and Cronbach's Alpha was greater than 0.7, so all constructs were reliable. Outer model evaluation on the second order construct is a test of the path or direct effect between the first order construct with the second order construct. The relationship between first order construct and second order construct was significant and accordance with requirements test with p-value is less than 0.05.

Evaluation of structural models (inner models) is done through the approach of R-Square (R^2), Q-square predictive relevance (Q^2), and Goodness of Fit Model (GoF). Based on R-Square (R^2) values, all endogenous variables have R-Square (R^2) values greater than 0.67 (> 0.67), so they are classified as strong models (following Chin, 1998). The quantity

Q^2 has a value with a range of $0 < Q^2 < 1$, the closest value to 1 means the model is better. The structural model evaluation results show Q^2 of 0.98, a value close to number 1. The results proved the structural model was classified very good. The calculation with GoF showed a value of 0.84 which means the overall model was very fit a predictive model [5]. It also identified the overall measurement accuracy of the model was very good.

Among 11 hypotheses, 9 were statistically supported and 2 were rejected. Source of WOM did not statistically moderate the effect of service quality on satisfaction and product quality on satisfaction. Table 3 presents the hypothesis testing result.

Table 3: Hypothesis Testing Results

Hypothesis	Coefficient	t-statistic	p-Values	
Quality of service -> trust	0.575	7.942	0.000	Supported
Quality of service -> satisfaction	0.342	4.118	0.000	Supported
Quality of service -> revisit intention	0.174	1.980	0.048	Supported
Quality product -> trust	0.323	4.082	0.000	Supported
Quality product -> satisfaction	0.368	4.508	0.000	Supported
Quality product -> revisit intention	0,249	2,814	0,005	Supported
Trust -> satisfaction	0.234	2.587	0,010	Supported
Trust -> revisit intention	0.174	2.076	0.038	Supported
Satisfaction -> revisit intention	0.362	3.741	0.000	Supported
Quality of service * WOM -> satisfaction	0.000	0.002	0.998	rejected
Quality products * WOM -> satisfaction	-0.002	0.028	0.978	rejected

5. Discussion and conclusion

These results provided significant support for the effect of service quality on trust, satisfaction and revisit intention. The ability of sellers to maintain the consistency of service quality could increase tourist trust [43], tourist satisfaction [44] and revisit intention [32, 8]. The ability of sellers to maintain the consistency of good quality product built trust from tourists [5], satisfaction [23], and revisit intention [19]. The hypothesis test showed tourist trust has a positive and significant effect on satisfaction. It is consistent with findings from [23, 6]. Tourist trust also significantly influenced revisit intention, which is in line with the research done by

[23, 55]. The results of this study confirmed the Theory of Planned Behavior (TPB), which is a development of the Theory of Reasoned Action (TRA) revealed [5]. The trust of tourists shapes satisfaction and the attitude of tourists in the future, such as the intention to return to the art market.

The source of WOM did not significantly moderate the effect of service quality on satisfaction and the effect of product quality on satisfaction. The moderation variable in this study was classified as a predictor moderation [33]. The results of this study are consistent with findings from [39] which stated WOM has no direct effect on satisfaction, but mediated with expectation variable. The results of this study are also in

accordance with the Expectancy-Disconfirmation Paradigm (EDP) model developed by [31], where consumers buy goods and services with expectations set before purchase. The results of depth interviews with tourists confirmed information received through word of mouth either online or offline, forming tourist expectations, and the level of tourist satisfaction was influenced by the ability of sellers to meet these expectations. In [22] stated souvenir shopping is one of the activities carried out by tourists during holidays in tourist destinations. Products purchased during the holidays are included in the experience goods category which means the experience of tourists during the souvenir shopping process is very influential on tourist satisfaction.

5.5. Research Novelty

This study integrated service quality, product quality, and SCM as antecedents of satisfaction, and also explained the direct influence of product quality and service quality on trust, and revisit intention. Previously, [19] studied on the effect of service quality and product quality on satisfaction, while [17, 21] focused on the effect of trust on customer satisfaction. In addition, this study explored how the SCM moderated the effect of service quality on satisfaction and the effect of product quality on satisfaction

Implication, Limitation, future study direction

This study explored how service quality, product quality, and trust affected satisfaction and the consequences on revisit intention, which has several implications as following: theoretically, this study confirmed the linkage of service quality, product quality, trust with satisfaction and revisit intention in traditional retail. In addition, this study enables us to enrich the concept of the reciprocal relationship between trust with satisfaction, and between SCM with satisfaction. Practically, this study could be a reference for the sellers, market manager, dan local government on how to increase the visit of foreign tourists to the traditional souvenirs market. Product quality is the most influential variable toward foreign tourist satisfaction, which means it is important to continue paying attention to the quality of products sold, producing more products that are able to build great memories of tourists visiting the souvenir market. Products purchased in the souvenir market is a type of experience goods, which means that the experience of tourists during a transaction greatly

affects tourist satisfaction. The ability to provide a pleasant experience to tourists during a visit to the souvenir market has a very important role in increasing satisfaction and tourists revisit intention. Shopping satisfaction is a key factor to increase the revisit intention of foreign tourists to traditional souvenir markets. The ability to maintain the consistency of service quality and consistency of product quality can increase tourist trust. This study confirmed trust from foreign tourists can be fostered by providing the correct information about the quality of products sold and not offering products with too high price gaps compared to actual selling prices. The high number of complaints from tourists about market cleanliness, market managers and sellers must work together on the hygienic of the market environment. Most of the tourists got information about the traditional souvenir market from family and friends, so promotions will be able a good tool to inform the competitive advantage of the souvenir market so tourists who will visit Bali, so they will include a visit to the souvenir market as one of their activities during their visit to Bali. The results of the research showed there was a collaboration between travel agents with modern souvenir shops, causing most of the foreign tourists who vacation in Bali visiting modern souvenir shops with the help of travel agents. In connection with this phenomenon, there needs to be attention from the government in order to maintain the existence of traditional souvenir markets, for example by providing incentives to travel agents who are willing to include visits to traditional souvenir markets as one of the tourist activities during a vacation in Bali.

There are some limitations for this study that can be used as a consideration for future research as follows: The process of collecting data in this research used one point in time or a cross-sectional dataset, so it is necessary to consider a longitudinal time period considering there are low and high seasons in the tourism business. Respondents of this study are only limited to foreign tourists, caused limited the ability to generalize the findings of this study to domestic tourists. Future studies need to consider adding and comparing domestic and foreign tourists so the measurement of tourist satisfaction is more comprehensive.

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