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CONSUMER BEHAVIOR | RESEARCH ARTICLE

Tour Company's Service Quality and Tourists' Revisit Intention in Arusha Region Tourist Destinations

Dioscory Majaliwa[1*)], Chacha Magasi[2]

Author Affiliation:
[1]Department of Accountancy and Marketing, College of Business Education, Mbeya, Tanzania, Bibi Titi Mohamed Rd.3810, Dar es Salaam, East Africa

[2]Department of Marketing, College of Business Education, Mwanza, Tanzania, Bibi Titi Mohamed Rd.3168, Dar es Salaam, East Africa

*Corresponding author:
majaliwadioscory@gmail.com

Abstract: This study investigated the effect of tour companies' service quality on tourists' intention to revisit tourism destinations in the Arusha region. The general objective of this study is to examine the effect of tour companies' service quality on tourists' revisit intentions in Arusha tourist destinations. This study used a cross-sectional research design and employed a survey as the data-collection method. Respondents were selected using simple random sampling; 384 respondents were included in this study. Questionnaires were used to collect data from respondents at Arusha tourist destinations. Data were analyzed using descriptive statistics and a binary logistic regression model. The findings revealed that tangibles, responsiveness, and assurance had positive indices, implying that tourists were delighted by the service provided. The study establishes a positive relationship between tangibles, responsiveness, and assurance dimensions and tourists' revisit intentions, with a specific emphasis on the statistically significant connections of tangibles and responsiveness at $p < 0.05$, emphasizing the need to enhance these aspects to promote repeat visits to Arusha tourist destinations. However, assurance was found to have an insignificant relationship with tourists' intentions to revisit. Therefore, tour companies, government entities, and tourism authorities should focus on improving tangibles and responsiveness dimensions to enhance tourists' intention to revisit.

ABOUT THE AUTHORS

Dioscory Majaliwa

Dioscory Majaliwa is Assistant Lecturer in the Department of Marketing in the College of Business Education Mbeya Campus, Tanzania. Obtained a bachelor degree of Arts in Marketing and Entrepreneurship from Moshi Cooperative University the then constituency of Sokoine University of Agriculture and a Master's degree of Business Administration in Marketing Management from College of Business Education, Tanzania. Current research interests focus on marketing management, consumer behaviour, tourism, service quality and entrepreneurship. He can be reached via majaliwadioscory@gmail.com.

Chacha Magasi is a PhD holder from the Open University of Tanzania (OUT) specializing in Business Management. Also Dr. Magasi holds Master's Degree in Business Administration (MBA-Marketing) from the University of Dar es Salaam. He has a long experience for over 10 years in senior management positions in both private and public sectors. Currently he works as the Senior Lecturer and the Campus Manager (Academic, Research and Consultancy) at the College of Education, Mwanza. He also served for Three years as the Head of Department (s) at the College of Business Education, Dodoma Campus. He has conducted several researches and he publishes in various areas including Marketing, Entrepreneurship, Manufacturing Economy and Leadership. He has attended several local and international conferences and Training in Tanzania, Dubai and Japan (Nagoya & Tokyo). He is the Kaizen Advanced & Master Trainer in Manufacturing and Service Industries. He can be reached through email magasitza@gmail.com

PUBLIC INTEREST STATEMENT

The importance of this study lies in its potential to enhance revisit intention of tourist in tourist destinations in Tanzania, ultimately benefiting the general public by increasing employment rate, and personal income as well as gross domestic product. Furthermore, the results of this research are expected to inform policymakers, practitioners, and the general public, facilitating evidence-based decision-making in improving service quality in tourism industry that will attract more tourists through re-visitation.

We are committed to ensuring that the outcomes of this research reach a wide audience and contribute to the betterment of tourism industry in Tanzania. This study aligns with the principles of transparency, accountability, and inclusivity, thereby emphasizing its commitment to serving the public interest. During the research study, challenges included financial constraints, limited time, and respondents' willingness. Accessing tourists through host tour companies proved difficult, impacting data collection and task completion time. Despite obstacles, customer loyalty results were positive.

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1. Introduction

The concept of Tourist Revisit Intention (TRI) is crucial for success in the fiercely competitive tourism industry (Singh & Singh, 2019). In this case, it is crucial to emphasize visitation, as it is essential to the entire tourism industry, with particular attention paid to revisiting intention, especially during this time of rapid growth in the tourism industry (Ayuningtiyas et al., 2014; Wu et al., 2015).

The tourism sector has grown by approximately 3.5% in 2020 compared with the growth of the global economy, with a growth rate of 2.5% (World Travel and Tourism Council, 2020). In 2019, the tourism sector contributed to approximately 10.3% of the global gross domestic product, produced 330 million jobs, which is about 10% of all global jobs created, and is ranked as the 4th largest contributor to world exports after the fuel, chemicals, and food industries (Sharma et al., 2021; World Travel and Tourism Council, 2020).

From an African perspective, the tourism industry contributed 5% of the African GDP and 30% of total exports in the service sector in 2018 (United Nations World Tourism Organization, 2021). Similarly, in Tanzania, the tourism sector's contribution to gross domestic product increased from 8.6% in 2008 to 10.7% in 2019 (United Republic of Tanzania, 2016; World Travel and Tourism Council, 2020). The tourism sector also contributed to 24% of the country's total export, and creation of job opportunities to 1,55 million people which is about 11.1% of the total jobs created in Tanzania in the year 2019 (Kyara et al., 2021). This significant contribution invests in the tourism sector through the provision of quality service.

Creating a happy tourist atmosphere is crucial for revisiting intentions, and involves prioritizing service quality. This goal is achieved through effective service delivery and the provision of product information, contributing to the intention to revisit, as emphasized by Zulfa et al. (2023) and Meliawati et al. (2023). The level of tourist happiness and the likelihood of revisitation, crucial for fostering loyalty and driving revisit intention, depend on how effectively the tourism service provider ensures high service quality. The heightened emphasis on service quality in the tourism sector as a strategic response provides a competitive advantage for companies or brands amid the prevailing levels of competition (Faullant et al., 2008; Hume & Mort, 2010).

The tourism sector's focus on revisiting tourists, integral to the long-term sustainable growth of tourism and the country's economy, is well-documented. In Tanzania, where tourism significantly contributes to national development through services and value-added activities such as marketing, the government, and private stakeholders have developed promotional strategies through agencies such as the Tanzania National Park (TANAPA), Tanzania Tourism Board (TTB), Ngorongoro Conservation Area Authority (NCAA), and Tanzania Wildlife Authority (TAWA), which are responsible for attracting and retaining tourists. Despite these efforts, tour companies in Tanzania still grapple with a lower-than-desired number of tourists visiting various destinations (Bakari, 2021).

In 2022, the number of tourists visiting Tanzania was 1,454,920, constituting only 29% of the government's 2025 target of 5,000,000 visitors (National Bureau of Statistics, 2022). The Tanzania tourism sector survey in 2019 showed a growing disparity between first and repeat visits. In 2019, the first visit to Tanzania's mainland was 61.1%, and the number of repeat visits was 39.9%, compared to 2018, when the first visit was 54%, and the number of repeat visits was 46% (Bank of Tanzania, 2019). In Zanzibar, a significant difference was recorded, with the first visit at 85% and repeat

visits at 15% (Bank of Tanzania, 2019). Given the pivotal role of service quality, questions arise regarding the quality of services provided by tour companies and stakeholders to tourists before, during, and after services. This debate extends to understanding how service quality dimensions, namely tangibles, responsiveness, and assurance, affect tourists' intention to revisit tourist destinations.

Despite the existence of several studies on service quality, studies on tourist revisit intention have often focused on destinations rather than tour company service quality dimensions. Singh and Singh (2019), Widjaja et al. (2019), and Rini et al. (2021) examined the influence of destinations on revisit intentions, considering attributes, image, experiential value, and destination satisfaction as independent variables. Similarly, Nguyen et al. (2020) and Libre et al. (2022) explored the roles of destination image, perceived risk, and cultural contact in revisiting intention and satisfaction. Morshed et al. (2020) studied tourists and their risk perceptions of revisit intentions by analyzing different risk types.

In contrast, studies examining the influence of service quality on revisit intention have been conducted in various global locations, unlike this study, which focused on Arusha in Tanzania. For instance, Timur (2018), Soleimani and Einolahzadeh (2018), Jansri et al. (2020), Murhadi and Karsana (2021), Alshiha (2022), and Günaydın (2022) conducted studies in China, Iran, the United States, and Turkey. In Tanzania, studies on service quality have primarily focused on tourist retention and the hospitality industry, particularly hotel satisfaction and loyalty (Mwacha, 2019; Meshack & Prusty, 2021; Delphin et al., 2022). These studies reveal limitations in terms of the variables used and the study areas, prompting this study to address these gaps specifically in the context of Arusha tourist destinations and to investigate the effects of tour companies' service quality dimensions (tangibles, responsiveness, and assurance) on tourists' revisit intention.

This study aims to address this research gap and identify potential solutions to enhance service quality in the tourism sector. The general objective of this study was to investigate the effects of tour company service quality on tourists' revisit intentions in Arusha tourism destinations. The specific objectives were to assess the tangibles of tour company services on tourists' revisit intention, determine the influence of service responsiveness on tourists' revisit intention, and ascertain the effect of service assurance on tourists' revisit intention at Arusha tourist destinations.

2. Literature and Hypothesis Development

2.1 The Service Quality Theory

Service quality theory is a conceptual framework that focuses on understanding and measuring the quality of services provided by organizations. One of the most widely recognized models in this field is the SERVQUAL model. This study strategically embraces the SERVQUAL Model as a robust tool for evaluating service quality within tour companies and examines its influence on tourist revisit intentions in the scenic destinations of Arusha (Parasuraman et al., 1988). Originating in 1985 with ten dimensions, such as access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibility, and understanding, the model underwent refinement over time, condensing into five key dimensions: tangibles, empathy, assurance, responsiveness, and reliability (Parasuraman et al., 1988). In explaining the aforementioned dimensions, "tangibles" investigate physical evidence, such as infrastructure, communication tools, personnel, technology, equipment, and overall environmental conditions.

Meanwhile, "reliability" involves the steadfast and consistent delivery of promised services, which influences customer perceptions and loyalty (Ali et al., 2021; Anwar & Ghafoor, 2017). Conversely, "responsiveness" gauges the efficiency with which businesses address client requests by considering timeliness, staff availability, dedication, and professionalism (Ramya et al., 2019; Naini et al. 2022). Furthermore, "assurance" involves instilling confidence in clients through staff competence, politeness, accurate interactions, and willingness to serve (Anwar & Abdullah, 2021). Lastly, "empathy" entails providing care to customers and ensuring positive experiences during service encounters (Ramya et al., 2019). The dimensions of tangibles, reliability, responsiveness, assurance, and empathy in the service industry are crucial as they collectively address physical evidence, consistent service delivery, efficient client interaction, confidence instillation, and positive customer experiences, impacting customer perceptions and loyalty.

The decision to employ the SERVQUAL Model in this study was supported by its comprehensive dimensions, making it an ideal instrument for scrutinizing the gaps between tourist expectations and perceptions of service quality. Such disparities can lead to either positive or negative experiences that critically influence tourists' intentions (Ardani, 2021). Extending its utility, the SERVQUAL Model has been successful not only in tourism but also in various service industries, including banking, telecommunications, hotels, and education (Magasi et al., 2022; Mashenene, 2019; Seetanah et al., 2018).

To ensure the reliability and validity of the study, a focused approach narrows down the investigation into three core dimensions of the SERVQUAL Model: tangibles, responsiveness, and assurance (Daniel & Berinyuy, 2010; Ramya, 2019). This strategic decision follows previous studies that emphasize the comparatively lower significance of reliability and empathy in the context of the tourism and hospitality industries (Ismail et al., 2017; Jansri et al., 2020). In light of these considerations and the objectives of this study, the three chosen dimensions offer an understanding of service quality, setting the stage for a comprehensive exploration of tourist revisit intentions. Table 1 serves as a reference, presenting the dimensions deemed insignificant based on previous research within the broader context of tourist satisfaction and the tourism industry.

Table 1. Critiques on reliability and empathy dimensions of SERVQUAL model in hospitality and tourism industry

Author and study title	Criticisms	Findings/ Observations
Ali (2021) Hotel service quality: The impact of service quality on customer satisfaction in hospitality.	Reliability did not contribute as a predictor of guest satisfaction in hotels.	According to the study, four dimensions of the SERVQUAL model except reliability were found to be significant predictors of customer satisfaction in the hotels at the level of $p < 0.01$.
Jansri et al. (2020) The effects of service quality on revisit intention in tourist beach	There is no significant relationship between the two dimensions of the SERVQUAL model which are reliability and empathy and tourist revisit intention.	The findings suggested that the effects of tangibility, assurance, and responsiveness on tourist revisit intention were significant and positive while empathy and reliability were unsupportive.

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Table 1. Critiques on reliability and empathy dimensions of SERVQUAL model in the hospitality and tourism industry (Continue)

Author and study title	Criticisms	Findings/ Observations
Ismail et al. (2017) Relationship between service quality and behavioral intentions: the mediating effect of customer satisfaction	Empathy as one of the dimensions of the SERVQUAL model was not supportive in ensuring customer satisfaction which was a mediating factor in behavioural intention.	The findings demonstrated that assurance, responsiveness, and reliability were the best predictors of customer satisfaction compared to empathy and tangibility.
Bhat (2012) Tourism service quality: A dimension-specific Assessment of SERVQUAL Model	A modified SERVQUAL model was empirically tested and came up with four dimensions. However, empathy was unfit in this study due to the environment and nature of the study.	Dimension-wise assurance, tangibility, reliability, and responsiveness scored low in the expectations of tourists.

2.2 Service Quality and Tourists' Revisit Intention

Service quality refers to the capacity of a service provider to please customers efficiently and improve their business performance (Ramya et al., 2019). Additionally, it has been shown that service quality has been one of the factors influencing visitors' happiness and future intentions (Ahrholdt et al., 2017). Previous studies in the tourism industry have acknowledged a positive and significant association between service quality and tourist revisit intention in destinations (Soleimani & Einolahzadeh 2018; Timur, 2018; Jansri et al., 2020; Abdou et al., 2022).

2.3 Tangibles and Tourists' Revisit Intention

Tangibles involve the visual aspects of physical infrastructure, communication tools, people, technology, equipment, and the overall physical environment's condition, serving as a crucial element in evaluating service quality by offering an accurate representation of the type and extent of services clients receive (Ramya et al., 2019). Tangibles contribute positively and significantly to tourists' intentions to revisit. Re-visitation stems from service quality, leading to satisfaction, word of mouth, and recommendations (Meshack & Prusty 2021; Abdou et al., 2022; Delphin et al., 2022). Hence, tourists' revisit intention is likely to happen when tangibles are well prepared and, on point in particular, service is offered. Therefore, this study hypothesizes the following:

H1: Tangibles are positively related to tourists' revisit intention

2.4 Responsiveness and Tourists' Revisit Intention

Responsiveness, integral to service quality, focuses on the prompt and effective handling of client requests and involves elements such as timeliness, personnel availability, dedication, and professionalism displayed by the staff (Ramya et al., 2019). Service quality assessment depends on responsiveness, owing to the intangible nature of the service, impacting tourist revisit intention based on the service provider's level of responsiveness. Tourists revisit intention as part of consumer repurchase behavior, particularly in the service industry, depends on responsiveness, as it plays a part in how customers perceive the service that is vital to revisit intention. The literature indicates a significant and positive association between

tourist's revisit intention and responsiveness displayed by service providers (Singh et al. 2021; Jansri et al., 2020; Timur, 2018). Based on the significance of responsiveness to tourist revisit intention, this study hypothesizes the following:

H2: Responsiveness is positively related to tourists' revisit intention

2.5 Assurance and Tourists' Revisit Intention

In service provision, assurance to customers is crucial given the truth that it communicates reliance and confidence to targeted clients (Anwar & Louis, 2017). Assurance is important in the tourism industry, as customers, in some cases, find uncertainty about the service expected from the firm. This helps create trust and confidence in customers in service, even in the first encounter situation (Anwar & Abdullah, 2021). Revisit intention, a result of service quality is crucial in gauging assurance before a purchase or repurchase. The literature shows a positive and significant relationship between tourists' revisit intentions and service quality assurance (Timur, 2018; Jansri et al., 2020). This study hypothesizes the following.

H3: Assurance is positively related to tourists' revisit intention

3. Conceptual Framework

The conceptual framework in Figure 1 synthesizes theoretical and empirical insights from a literature review, proposing the relationship between independent variables (Tangibles, Responsiveness, and Assurance) from the adapted SERVQUAL Model by Parasuraman et al. (1988) and the dependent variable Tourist Revisit Intention. The model included two response options: "YES" for intention to revisit and "NO" for no intention to revisit. Each independent variable's relationship with Tourist Revisit Intention was scrutinized, gauging its effect on revisit intention, and guiding the examination of tour companies' service quality effects on tourists' revisit intentions in Arusha tourism destinations.
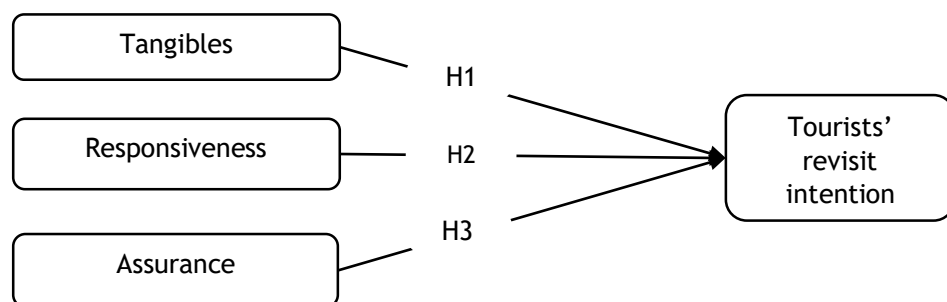

Figure 1. Conceptual framework of tour company's service quality and tourists' revisit intention in arusha region tourist destinations

Figure 1 presents the hypotheses of this study.
H1: Tangibles are positively related to tourists' revisit intention.
H2: Responsiveness is positively related to tourists' revisit intention.
H3: Assurance is positively related to tourists' revisit intention.

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4. Methods

4.1 Research Design

This study used a cross-sectional research design to collect data from tourists in Arusha because of its simplicity and ability to compare multiple variables simultaneously. Time and resource constraints have prompted researchers to focus on the chosen population (Creswell, 2014; Wang & Cheng, 2020). Furthermore, this study adopted a quantitative research approach utilizing the SERVQUAL Model to assess the effect of independent variables (tangibles, responsiveness, and assurance) on the dependent variable (tourist revisit intention) within the context of Arusha's tourist destinations. This approach is grounded in the principles of generalization and replication of findings, serves to defend against bias, controls for alternative explanations, and tests theoretical frameworks (Creswell, 2014).

4.2 Sampling

The sample size was calculated using Cochran's (1977) formula, specifically designed to determine the sample size when dealing with an infinite population, where the exact population number is unknown. Equation 1 presents Cochran's formula.

$$n = \frac{z^2}{e^2} * pq \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots \text{(1)}$$

$$n = \frac{1.96^2}{0.05^2} * 0.5 * 0.5 = 384 \text{ respondents}$$

where n is the sample size, Z is the critical value for a 95% confidence level (1.96 in this instance), p is the population proportion (50%), q is 1-p, and e is the allowable margin of error set at 0.05, resulting in a sample size of 384 respondents.

A comprehensive list frame was created to implement simple random sampling, including all potential respondents who visited tourist destinations in Arusha through the five selected tour companies. Each individual in the list frame is assigned a unique identification number. Using a randomization technique, respondents were randomly selected from the list until a predetermined sample size of 384 was reached. However, of the distributed questionnaires, 304 responses were found to be useful for the study, accounting for (79.2%). This method ensured unbiased and equitable representation because every identification number had an equal chance of being included in the study.

4.3 Measurement

The constructs of the independent variables (tangibles, assurance, and responsiveness) and their items were obtained from Mashenene et al. (2019), Jansri et al. (2020), and Magasi et al. (2022). The items for tourists' revisit intention (the dependent variable) were taken from Jansri et al. (2020) and modified for this study. The first independent variable (tangibles) was measured using seven items, the second and third variables (responsiveness and assurance) were measured using eight items each, and the dependent variable was measured using two items. The survey (questionnaire) deployed a seven-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = mildly disagree, 4 = neutral, 5 = mildly agree, 6 = agree, and 7 = strongly agree) to gauge the level of service provided by tour companies, where tourists evaluated the service based on the statements presented in each dimension. Data validity was ensured by pre-testing the questionnaire with a small sample, gauging respondents' comprehension, addressing confusion, checking for routing errors, and estimating the completion time (Roopa & Rani, 2012). For reliability, Cronbach's

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alpha was employed, with coefficients above 0.7 deemed acceptable, and those exceeding 0.8 considered extremely good (Madan & Kensinger, 2017). Table 2 presents the Cronbach's alpha for each variable, yielding significant coefficients for tangible (0.816), responsiveness (0.719), and assurance (0.775).

Table 2. Operational definition, indicators, and Cronbach's alpha for each variable

Variables	Operational definition	Indicators	Cronbach alpha (α)
Tangibles (Mashenene, 2019; Jansri et al. 2020; Magasi et al. 2022)	Involves physical infrastructure, communication tools, people, technology, equipment, and the overall state of the physical environment in service delivery.	1. The tour company has modern shuttles (T1) 2. The tour companies' websites and social media pages were easily accessed. (T2) 3. The tour companies provide tourists with proper health care (T3) 4. The tour companies' shuttles are well branded with the name and logo of the companies (T4) 5. Employees of the tour companies are neat-appearing (T5) 6. Materials associated with the service (such as brochures or statements) of the tour companies are visually appealing (T6) 7. Tourists can make reservations easily without any disturbance (T7)	0.816
Responsiveness (Mashenene, 2019; Jansri et al. 2020; Magasi et al. 2022)	Include things like timeliness, personnel availability, level of dedication, and the professionalism displayed by staff which used to build customer trust in service delivery.	1. This tour company shows interest in solving tourists' problems (Rs1) 2. Employees of this tour company provide quick and prompt service (Rs2) 3. Employees of this tour company are ready to help (Rs3) 4. Employees of this tour company are never too busy to respond to requests (Rs4) 5. Employees of this tour company tell tourists exactly when services will be performed (Rs5) 6. The availability of personnel in this tour company to assist you is satisfactory (Rs 6)	0.719

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Table 2. Operational definition, indicators, and Cronbach's alpha for each variable (Continue)

Variables	Operational definition	Indicators	Cronbach alpha (α)
Responsiveness (Mashenene, 2019; Jansri et al. 2020; Magasi et al. 2022)	Include things like timeliness, personnel availability, level of dedication, and the professionalism displayed by staff which used to build customer trust in service delivery.	7. Channels for expressing tourist complaints are readily available in this tour company (Rs7) 8. Queries are dealt with efficiently and promptly in this tour company (Rs8)	0.719
Assurance (Mashenene, 2019; Jansri et al. 2020; Magasi et al. 2022)	Involves aspects that create the trust and confidence of customers on a service even in the first encounter situation.	1. This tour company has good service provision procedures to tourists (A1) 2. Employees of this tour company treat tourists courteously/politely (A2) 3. Tour company ensure security of tourists and their properties (A3) 4. Staff in this tour company are innovative and agents of change (A4) 5. Staff in this tour company are efficient/productive (A5) 6. Tourists are being served by appropriate personnel (A6) 7. Fluent and understandable communication with tourists (A7) 8. The behavior of employees reinforces tourists' confidence (A8)	0.775
Tourists revisit intention (Jansri et al. 2020)	Repurchase intention in the tourism industry is the intention of tourists to revisit the destination given the service quality perceived.	1. YES i.e., Interested to revisit (1) 2. NO i.e., Not interested in revisiting (0)	

4.4 Data Collection

Primary data were used, where a questionnaire was sourced and adapted from three dimensions of the SERVQUAL model: tangibles, responsiveness, and assurance with two sides: tourists' service quality expectations and tourists' service quality

perceptions of services received from tour companies by tourists. The survey used a seven-point Likert scale to assess the quality of service offered by tour companies, with tourists evaluating service levels based on statements in each dimension. This scale was chosen for its ability to provide specific information and is often considered the most accurate when evaluating consumer feedback (Converse, 2017; Mashenene, 2019).

4.5 Analysis

The data analysis involved descriptive and inferential analyses. For inferential analysis, service quality dimension indices were obtained by computing the means between expectations and perceptions (SQ = P-E) for each dimension, and then dividing by the total number of items in each dimension. The index is treated as an independent variable computed against the dependent variable (tourists' revisit intentions), which is a binary variable. The binary variable, intention to revisit (i.e., YES), was assigned a value of 1, whereas intention not to revisit (i.e., NO) was assigned a value of 0. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data obtained from the field.

5. Findings

5.1 Respondent Characteristic

Table 3 displays descriptive statistics concerning the social and demographic details of respondents who visited tourist destinations in Arusha. A significant portion of these visitors comprised youths aged 10 to 35 years (52.3%), followed by adults aged 36 to 60 years (39.8%), with the smallest proportion being elders aged 61 years and above (7.9%). The findings show that the majority of tourists visiting these destinations were single (52.9%), as opposed to married individuals (47.1%).

Table 1. Socio-demographic characteristics of respondents

Variables	Category	Frequency	%
Gender	Male	159	52.3
	Female	145	47.7
Marital status	Single	161	52.9
	Married	143	47.1
Purpose for visit	Recreation and Leisure	262	86.2
	Meetings and Conference	21	6.9
	Business reasons	20	6.6
	Greeting relatives	1	0.3
Number of visits	One time	240	78.9
	Two times	51	16.8
	Several times	13	4.3
Age	Youth	159	52.3
	Adults	121	39.8
	Elders	24	7.9

The study's results illustrate that a considerable percentage of visitors to Arusha tourist destinations make trips for recreation and leisure purposes (86.2%). The remaining visitors engage in meetings and conferences (6.9%), business reasons (6.6%), and greeting relatives (0.3%). Furthermore, a large group of tourists visiting Arusha tourist destinations did so for the first time (78.9%), followed by a far smaller

percentage of visitors who visited the destinations twice (16.8%). The last group of visitors visited the destinations several times (4.3%), with more than two visits at different durations.

5.2   Preliminary Analysis

5.2.1 Validity and Reliability

A pre-test was conducted using a small sample to ensure data validity. This involved assessing respondents' comprehension, addressing any confusion, checking for routing errors, and estimating completion time, as recommended by Roopa and Rani (2012). To assess reliability, Cronbach's alpha for each variable in this study yielded significant coefficients.

5.2.2 Tourist's Revisit Intention in Arusha Tourists' Destinations

This subsection assesses tourist responses based on services received from tour companies that influence their decision to revisit or not revisit Arusha tourist destinations. Table 4 derived from a field survey in 2023, summarizes the findings on tourists' revisit intentions in Arusha, based on the services provided by companies. The results in Table 4 indicate that 82% of the tourists expressed an intention to revisit, whereas 18% showed no interest. This suggests that the services offered by tour companies were generally impressive, prompting thoughts of revisiting and recommending destinations and indicating high satisfaction levels. This positive response suggests the potential for sustained tourism, positive word of mouth, and the likelihood of visitors recommending Arusha destinations to others.

Table 4. Tourists revisit intention to Arusha tourism destinations

Responses	Frequency	%
Interest in revisiting Arusha tourism destinations	249	82
No interest in revisiting Arusha tourism destinations	55	18

5.2.3 Tourists Perceived Revisit Intention in Arusha Tourist Destinations

This section explores tourists' perceptions of their intentions to revisit Arusha tourist destinations, using a Likert scale ranging from strongly disagree to strongly agree. Table 5 presents respondents' ratings of statements related to their revisit intentions. Table 5 analysis shows a majority expressing a desire to revisit, with the statement "I want to revisit" at 40.1%, followed by "I plan to revisit" at 33.2% in mild agreement. However, "I will make an effort to revisit" received a substantial neutral response of 49.3%. Other statements like "I will revisit similar destination(s)," "I can refer my friends/relatives," and "I speak positively about the destination(s)" had high agreement rates, particularly with "I speak positively about the destination(s)" at 53.3%. Tourists' responses indicate a generally positive sentiment towards Arusha tourist destinations. While there's a notable willingness to revisit, the neutral stance on actively making efforts suggests a potential area for improvement. Positively, tourists express a strong inclination to recommend Arusha tourist destinations, contributing to positive word-of-mouth, and offering valuable guidance for destination management to enhance the overall tourist experience and encourage repeat visits.

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Table 5. Tourists perceived revisit intention

Tourists perceived revisit intention	SD	D	MD	N	MA	A	SA
I want to revisit	0.7	1.6	1.3	6.3	22.4	40.1	27.6
I plan to revisit	0.7	2.3	1.3	11.2	33.2	29.9	21.4
I will make an effort to revisit	0.3	3	4.3	49.3	17.4	11.5	14.1
I will revisit a similar destination	0.0	0.3	0.7	4.6	27.6	42.1	24.7
I can refer my friends/relatives	0.0	0.3	0.7	0.7	21.7	34.5	42.1
I speak positively about the destination	0.0	0.3	0.3	1	10.5	34.5	53.3

Note: SD= strongly disagree; D= disagree; MD = mild disagreement; N = neutral; MA= mild agree; A = agree; SD= strongly agree

5.2.4 Perceived tour company's service quality at Arusha tourist destinations

Examining the perceived service quality of tour companies at Arusha tourist destinations concerning tourists' expectations, this section delves into the analysis of the positive and negative service gaps, as indicated in Table 6.

Table 6. Perceived service quality at Arusha tourists' destinations

Service quality dimensions	Mean	Std. Deviation	P - E
Perceived tangibles	5.8736	0.72875	0.0619
Expected tangibles	5.8117	0.76225	
Perceived responsiveness	6.0806	0.69570	0.1809
Expected responsiveness	5.8997	0.67319	
Perceived assurance	6.1385	0.66661	0.2017
Expected assurance	5.9368	0.72045	

Utilizing the computed indices in Table 6 for the tangibles, responsiveness, and assurance dimensions, the data reveal a noteworthy trend: tourists, by and large, exhibited high satisfaction levels, with assurance emerging as particularly noteworthy. However, the tangible dimension had the least positive gap. Specifically, the tangibles index of 0.0619 indicates that the service provided in terms of tangibles exceeded expectations by this value, whereas perceived responsiveness surpassed expectations by 0.1809, and assurance by 0.2017. These figures underscore that tourists were not merely satisfied but rather delighted by the services provided by tour companies, particularly in terms of assurance. In the broader context, the high index of 0.2017 for the assurance dimension signals its exceptional appeal to tourists compared to other dimensions. In contrast, the lower index of the tangential dimension (0.0619) suggests room for improvement in this area. These figures translate into tangible positive effects on the overall perception of the service quality. In light of these facts, the recommendations align with the quantitative findings, emphasizing the need for concerted efforts to enhance tangibles and responsiveness. The data-driven findings affirm that, while tour companies excel in assurance, continuous attention to tangibles and responsiveness is vital for sustaining and further elevating overall service quality. Regular assessments and feedback mechanisms informed by these figures are key strategies for ensuring consistent and exceptional standards in service delivery.

5.3 Binary Logistic Regression Results

Binary logistic regression was used to examine the influence of tour companies' service quality dimensions, namely tangibles, responsiveness, and assurance, on

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tourist revisit intention in Arusha, involving 304 respondents. The results in Table 7 support the model; hence, they are used to test the hypotheses developed for each variable.

Table 7. Effect of tour company's service quality on tourist revisit intention

Variables	B	S.E.	Wald	Df	Sig.	Exp(B)
Tangibles	0.467	0.254	3.392	1	0.046	1.595
Responsiveness	1.207	0.37	10.667	1	0.001	3.343
Assurance	0.35	0.291	1.454	1	0.228	1.42
Constant	1.534	0.175	76.528	1	0.000	4.638
-2 Log likelihood	205.915					
Cox & Snell R Square	0.235					
Nagelkerke R Square	0.385					
Hosmer and Lemeshow	x2=4.72, P=0.787					

5.3.1 Tangibles and Tourists' Revisit Intention

The study hypothesized that H1: Tangibles are positively related to tourists' intentions to revisit. Hypothesis H1 is accepted, as the findings presented in Table 7 reveal a positive and significant association between the tangibles index and tourists' revisit intentions, with a coefficient of 1.595 at p = (0.046). This indicates that a unit increase in the tangibles index influences the likelihood of tourists revisiting Arusha tourist destinations by 59.5%. Tangibles, experienced through use, sight, touch, or overall service delivery, play a crucial role in shaping tourists' perceptions.

5.3.2 Responsiveness and Tourists' Revisit Intention

Moreover, the study hypothesized that H2: Responsiveness is positively related to tourists' revisit intention. The results in Table 7 reveal a significant and positive association between the responsiveness index and tourists' revisit intention, with a coefficient of 3.343 at p= (0.001). This suggests that a unit increase in the responsiveness index corresponds to a 234.3% likelihood of tourists intending to revisit Arusha tourist destinations.

5.3.3 Assurance and Tourists' Revisit Intention

The results in Table 7 show a positive relationship between tour companies' service quality assurance index and tourists' revisit intention, with a coefficient of 1.42 at p= (0.228), although this association is statistically insignificant. This finding implies that Hypothesis H3: Assurance is positively related to tourists' revisit intention, is not supported. This study suggests that the assurance index does not directly influence tourists' decisions to revisit the Arusha tourist destination.

6. Discussion

6.1 Tangibles and Tourists' Revisit Intention

The positive influence of tangibles on revisit intention aligns with the findings of previous studies in the context of Arusha and beyond. Mwacha (2019) observed a positive relationship between tangibles and satisfaction among three-star Arusha hotels. Similarly, Delphin et al. (2022) reported a positive association between

tangibles and customer retention in Kilimanjaro National Park. These findings echo the results of a study by Jaipur, indicating the significance of tangibles in influencing tourists' revisit intentions (Singh et al., 2021).

Abdou et al. (2022), in their investigation of yoga tourists' perceived service quality, identified tangibles as a dimension with a highly positive and significant impact on tourists' behavioral intentions. Nguyen (2020) also emphasized the critical role of tangibles in influencing tourist satisfaction and, consequently, future revisit intentions (Singh et al., 2020). However, these findings diverge from those of Ismail et al. (2017), who reported no correlation between tangibles and customer satisfaction as mediating factors for revisit intention. This contrast highlights the gradation of the relationship between tangibles and revisits intentions, emphasizing the need for further investigation and understanding within the specific context of Arusha tourist destinations. The contribution of this study lies in its detailed examination of the role of tangibles in influencing tourists' revisit intentions in a distinct setting, thus adding valuable insights to the existing body of knowledge. The current study findings confirm the SERVQUAL model tangibles dimension influences positively and has a significant relation with repurchase intention when properly organised.

6.2 Responsiveness and Tourists' Revisit Intention

Responsiveness, a crucial dimension of service quality, plays a pivotal role in shaping tourists' intentions during service encounters. Its positive association with revisit intention stems from its contribution to service accuracy, willingness, and promptness, thus serving as a valuable metric for tourists. The positive relationship between responsiveness and revisit intention aligns with the findings of Ali et al. (2021), Meshack and Prusty (2021), and Mwacha (2019) for the hospitality industry, emphasizing the effect of responsiveness on customer satisfaction and loyalty. Furthermore, in the tourism and hospitality sectors, aspects such as problem-solving, quick and prompt service, readiness to assist, timeliness, availability of service providers, effective channels for addressing queries, and providing feedback contribute to the positive association between responsiveness and revisit intention.

This study's findings emphasize the significance of responsiveness in influencing tourists' decisions to revisit, as tourists value time efficiency, precise service timelines, and attentive services at every stage of their experience. The positive impact on revisit intention is attributed to tourists feeling comfortable, enjoying the service, and retaining a positive experience that stimulates their desire to revisit the site. These results resonate with those of Singh et al. (2021), who identified responsiveness as a critical attribute of service quality that contributes to tourist satisfaction and, consequently, revisit intention. Timur (2018) and Jansri et al. (2020) supported these findings by emphasizing the positive relationship between responsiveness and revisit intention. However, these findings diverge from Nguyen (2020), who argued that responsiveness as a service quality attribute does not significantly contribute to tourist satisfaction and, consequently, revisits intention in Jaipur City. This disparity highlights the need for further investigation and understanding of the specific context of Arusha tourist destinations, contributing valuable insights to the existing body of knowledge. These findings concur with the assumptions of the SERVQUAL model dimensions, specifically responsiveness, to influence consumer repurchase behavior through service quality.

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6.3 Assurance and Tourists' Revisit Intention

The assurance dimension encompasses attributes such as service provision procedures, politeness/courtesy, tourists' security, staff innovation, efficiency, appropriate personnel, communication skills, and confidence. Contrary to tangibles and responsiveness, the study findings indicate that assurance attributes are not significant factors influencing tourists' intentions to revisit destinations. This implies that tangibles and responsiveness, among the three predictive variables in the study, held more appeal for tourists in their decision-making processes than assurance. These results align with the conclusions of Nguyen et al. (2020), who argued that only responsiveness and tangibles are significant predictors of tourist satisfaction, loyalty, and recommendations, whereas reliability and empathy play an insignificant role. However, these findings differ from those reported by Jansri et al. (2020) and Timur (2018), who found that service quality dimensions, including assurance, were significantly and positively associated with revisit intention in beach tourism on Langkawi Island and thermal tourism in the Balcova and Gonen regions, respectively. The contrast in the findings emphasizes the context-specific nature of the relationship between service quality dimensions and tourists' revisit intentions. This study contributes to this nuanced understanding by shedding light on the specific dynamics of play in Arusha tourist destinations.

6.4 Managerial Implications

This study has significant managerial implications for tourists' intention to revisit tour companies, governments, and other tourism stakeholders. The findings emphasize the importance of Arusha tour companies in prioritizing responsiveness, ensuring prompt and effective assistance, and strategically investing in tangible elements, as these measures significantly influence tourists' likelihood of revisiting. Likewise, government institutions dealing with tourism, such as Tanzania National Parks (TANAPA), the Tanzania Tourism Board (TTB), and the Tanzania Wildlife Authority (TAWA), would support tour companies to ensure that service quality is attained, as they are among the key players that will result in revisit intention. This implies a need for strategic emphasis on these dimensions during service delivery.

6.5 Theoretical Implications

This study contributes to the literature on service quality and tourists' revisit intentions. Service quality theory focuses on understanding and measuring organizational services. The widely recognized SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in the 1980s, includes dimensions such as tangibles, responsiveness, and assurance. These gauge customer expectations and influence decisions to revisit destinations. The study's findings add knowledge to the theory by validating how tour companies' service quality dimensions (tangible, responsiveness, and assurance) can help tourists decide whether to revisit tourist destinations in Arusha. In a competitive tourism environment, the proper deployment of service quality dimensions in delivery can increase revisit intentions in destinations.

6.6 Limitations

Even if the main objective of our study is accomplished, certain issues require resolution. The study was restricted by a cross-sectional research methodology, making it impossible to ascertain whether opinions gathered throughout the survey data collection process would hold true over time. Future studies could use longitudinal methods to obtain persistent information. Additionally, future research

should investigate factors beyond service quality dimensions, such as pricing, accessibility, and cultural attractions, to understand their role in tourists' revisit intentions in the same research area. Additionally, this study encourages replication in other regions or countries to address the knowledge gaps arising from cultural, technological, and geographical variations. Finally, further studies should explore the same topic using different analytical models and research approaches to gain diverse insights.

7. Conclusion

This study aimed to investigate how different aspects of tour company service quality, namely tangibles, responsiveness, and assurance, influence tourists' decisions to revisit destinations in Arusha. The specific objective was to comprehensively assess service quality dimensions. Through rigorous analysis and careful consideration of the findings, this study aimed to provide detailed insights into the complexities of tourists' preferences and their effects on revisit intentions. The findings indicate that responsiveness, which represents the speed and efficiency of a tour company's assistance, plays a pivotal role in shaping tourists' decisions to revisit Arusha tourist destinations.

This finding was particularly noteworthy, as it suggested that the timely and effective help provided by tour companies significantly influenced tourists' willingness to return. Tangibles, which cover the physical elements encountered during tours, emerged as a positive and statistically significant contributor to tourists' revisit intentions. This emphasizes the importance of tangible real-world aspects in enhancing the overall tourist experience and fostering repeat visits. While a positive relationship between assurance, which deals with making tourists feel secure, and tourists' revisit intention was noted, the lack of statistical significance raised interesting considerations. This insight suggests that, while assurance may contribute positively to tourists' overall experience, its direct influence on their decision to revisit may be less pronounced than responsiveness and tangibles.

8. Recommendation

The researchers advise tour companies, destination authorities, and governments to prioritize improving tangibles in service delivery, especially because tourists rated tangibles the lowest when comparing perceived and expected services. Similarly, there is a need to enhance the responsiveness and assurance aspects of tour company service quality, given the significant difference between perceived and expected services and their substantial contribution to revisit intention. These findings emphasize the importance of investing in technology, infrastructure, skilled manpower, and other tangible aspects of optimal responsiveness and assurance.

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