THE EFFECTS OF TOUR OPERATOR'S SERVICE QUALITY ON TRAVEL AGENTS'S CUSTOMER VALUE, SATISFACTION AND LOYALTY IN VIETNAM

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Received: August 31, 2023 Accepted: November 01, 2023 Published: December 25, 2023
DOI: 10.52932/jfm.vi6.441

Appendix 1. Indicators of QUA, CUS, SAT and LOY

Indicator codes	Indicators	Sources
Service quality		
QUA1	The products or services purchased were well organized by the tour operator.	Granados et al (2021)
QUA2	Compared to other tour operators, the products/services provided by this tour operator have an acceptable level of quality.	
QUA3	The quality of service provided by this tour operator is always stable.	
QUA4	The service of this tour operator is as expectation of your travel agency.	
Customer value		
CUS1	In general, the value of the services provided by the tour operator is adequate.	Granados et al (2021)
CUS2	We consider that our experience with the services of the tour operator is good in compared to what we gave up and what we received.	
CUS3	The experience with this tour operator has satisfied our needs and wants.	
Satisfaction		
SAT1	TO completely meet the expectations of TA.	Shaimaa (2013)
SAT2	TO shows a sincere interest in resolving complaints.	
SAT3	TO is very professional in their work.	
SAT4	TA is satisfied with all services provided by TO.	
SAT5	TO tries very hard to establish a long-term relationship with TA.	
Loyalty		
LOY1	Our travel agent will recommend this tour oeprator to other customers.	Lam et al (2004)
LOY2	We will do more business with this tour operator.	
LOY3	We consider this tour operator as our first choice for sending guests to Vietnam.	
LOY4	If there are any new products, we continue doing business with this tour operator.	

Source: Author's research

Appendix 2. Measurement models results

Constructs		Internal Consistency Reliability		Convergent Validity		Discriminant Validity
		Cronbach's Alpha	Composite Reliability	Loadings	AVE	HTMT
QUA	QUA1	0.651	0.778	0.593	0.544	Yes
	QUA3			0.854		
	QUA4			0.744		
CUS	CUS1	0.620	0.797	0.709	0.568	Yes
	CUS2			0.829		
	CUS3			0.717		
SAT	SAT1	0,632	0.777	0.814	0.542	Yes
	SAT2			0.782		
	SAT3			0.594		
LOY	LOY1	0,697	0.814	0.667	0.526	Yes
	LOY2			0.838		
	LOY3			0.758		
	LOY4			0.619		

Source: Author 's calculation

Appendix 3. VIF value

	CUS	**LOY**	**SAT**
CUS		1.371	1.303
LOY			
QUA	1	1.4	1.303
SAT		1.244	

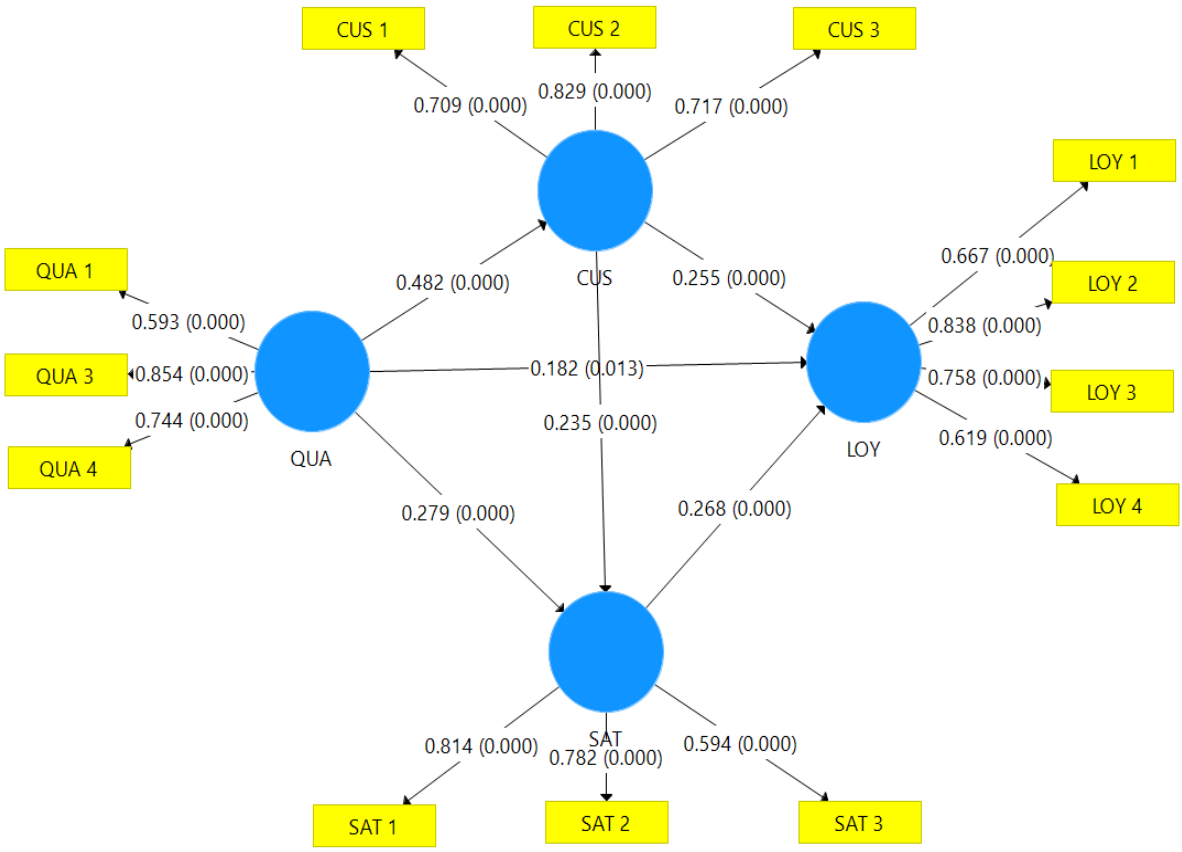
Source: Author 's calculation

Appendix 4. Path coefficients

	Original (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**
CUS -> LOY	0.255	0.257	0.068	3.783	0
CUS -> SAT	0.235	0.236	0.066	3.552	0
QUA -> CUS	0.482	0.486	0.061	7.867	0
QUA -> LOY	0.182	0.18	0.073	2.477	0.013
QUA -> SAT	0.279	0.284	0.057	4.874	0
SAT -> LOY	0.268	0.274	0.062	4.319	0

Source: Author 's calculation

Appendix 5. Structural model result



Source: Author 's processing data

Appendix 6. Specific indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
QUA -> CUS -> LOY	0.123	0.124	0.035	3.561	0
CUS -> SAT -> LOY	0.063	0.064	0.023	2.799	0.005
QUA -> SAT -> LOY	0.075	0.078	0.026	2.885	0.004
QUA -> CUS -> SAT	0.113	0.114	0.035	3.233	0.001

Source: Author's calculation

Appendix 7. Total indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CUS -> LOY	0.063	0.064	0.023	2.799	0.005
QUA -> LOY	0.228	0.234	0.043	5.333	0
QUA -> SAT	0.113	0.114	0.035	3.233	0.001

Source: Author's calculation

Appendix 8. f^2

	CUS	LOY	SAT
CUS		0.068	0.053
QUA	0.303	0.034	0.074
SAT		0.083	

Source: Author 's calculation

Appendix 9. Q^2

	SSO	SSE	Q^2 (=1-SSE/SSO)
CUS	864	755.572	0.125
LOY	1152	982.784	0.147
QUA	864	864	
SAT	864	784.712	0.092

Source: Author's calculation