

Measurement of Service Quality

An Empirical Study of Offline Mode of Tourism

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Abstract

Purpose: Service quality has been regarded as having the potential of not only delivering strategic benefits, but also enhancing operational efficiency and profitability of any concern. For the success and recovery of any industry, provision of high quality customer service is necessary. Therefore, an attempt in the current study has been made to develop the model in order to study the factors motivating to use offline mode of booking.

Database and Research Methodology: Primary source, i.e. Questionnaire was used to collect the data. Factor Analysis was applied to analyze the collected data.

Findings: Eight factors have been identified from the analysis, i.e. Customized Services, Empathy, Responsiveness, Reliability, Expertise, Convenient, Tangibility and Valuable Guidance. Further Confirmatory Factor Analysis (CFA) was applied in order to validate the model. Results revealed that all the indicators had adequate item reliability.

Limitations: Demographic variables, psychological variables, etc., may influence customers' decision making process for using offline tourism. Impact of these variables has not been examined in the current study. Further study can be

conducted to check the impact of demographic and psychological variables on customer satisfaction. Moreover, same study might be designed longitudinally so as to see if tourist satisfaction with traditional service quality varies with changes in time. Such study would help the tourism companies to understand the long-held customer perceptions of traditional service quality in tourism sector.

Implications: The study is helpful for tourism service providers to understand those factors which are perceived important by tourists while they use offline mode of booking, so that they can offer them customized services. Moreover, results depict that 'Empathy' is an important dimension from tourists' point of view. Thus, the study can help tourism service providers to understand this dimension in a better way to win the trust and confidence of customers. Current study will also enable the managers of travel agencies to identify their strengths and weaknesses and consequently help them in investing the available resources in the critical dimensions.

Keywords: Tourism, Service Quality, Tourists, Offline, Factor Analysis

INTRODUCTION

The contribution of tourism sector to the economic development of India has been recognized widely due to its contribution to the balance of payment and employment. Tourism sector is the second largest foreign exchange earner in India (WTTC India, 2012). But, Indian government very lately noticed a crucial role of tourism expansion for economic development. In 2002, Ministry of Tourism (MoT), India paid considerable attention by developing campaigns for the promotion of tourism sector including 'Incredible India' campaign. Nowadays India is one of the most important countries as far as international tourism is concerned. The

Indian diversity attracts tourists from far and near as no other country in the world offers such wide choice of destinations like India. Moreover, tourism service providers in India are providing various offers in form of different packages with high service quality.

Therefore, in today's ultra competitive environment, service quality is the core index of all marketing activities. For the success and survival of any industry, provision of high quality customer service is necessary to meet the requirements of customers (Kumari and Rani, 2011). Any service to be provided to the customers can be differentiated by the service provider from the rest of the service providers if it poses some unique selling proposition. The service quality is the comparison of perceived service (what customer feels about the service) with the expected service (what is the performance of the offered service). The customers perceive the service quality to be high if it is perfect on his expectation and it leads to their satisfaction with the related service (Santos, 2003). Hence, it is necessary to identify and prioritize the customers' expectations for service quality and incorporate these expectations into a service process for improving quality.

There are number of different definitions as to what is meant by service quality. In service literature, service quality is defined based on consumers' assessment. Parsuraman et al. (1985 and 1988) posited and operationalised service quality as a difference between consumer expectations of 'what they want' and their perceptions of 'what they get'.

Issues of Service Quality Measurement across Different Regions

Service quality has been regarded as having the potential of not only delivering strategic

Table 1: Service Quality Measurement across Different Regions

<i>Author (Year)</i>	<i>Areas</i>	<i>Dimensions</i>
Wang and Tang (2003)	Customer-perceived service quality	Reliability, Responsiveness, Assurance, Tangibility and Empathy
Park et al., (2008)	Travel service quality	Willingness to use, Information/content, Responsiveness, Fulfillment and Security/Privacy
Lin (2010)	Travel agencies	Information content, Information quality and Functionality
Hongxiu (2009)	Travel agencies	<i>Online company's perspective:</i> Ease of use, Experience, Privacy, Responsiveness, Empathy, Reliability and System availability <i>Customer's perspective:</i> Experience and Trust
Alanezi et al., (2010)	Government sector	Reliability, Responsiveness, Security/Privacy, Personalization, Information and Ease of use
Tsang et al., (2010)	Travel sites	Information quality, Content, Fulfillment, Responsiveness, Safety and Security
Roostika (2011)	Mobile service quality	Content quality, Device quality, Interaction quality, Privacy quality, Connection quality, Contextual quality and Customer quality

Source: Compiled from different studies.

benefits, but also enhancing operational efficiency and profitability (Zeithaml et al., 2000). For the success and revitalization of any industry, provision of high quality customer service is necessary to meet requirements of the customers (Rani and Kumari, 2011).

There are several studies on service quality measurement in a variety of contexts – e.g., banking sector (Cronin and Taylor 1992), healthcare services (Carman 1990), B2B services (Gounaris, 2005), advertising sector (Quester and Romaniuk, 1997), airline services (Sultan et al., 2000), retailing (Mehta et al., 2000), hospitality (Saleh and Ryan, 1991), tour operating sector (Hudson et al., 2004), library services (Cook and Thompson, 2001), public recreation programs (Crompton and Mackay, 1989), accounting services (Bojanic, 1991), department stores (Finn and Lamb, 1991 and Teas, 1993), higher education (Boulding et al., 1993 and Ford et al., 1993), public sector services (Bryland and Curry, 2001) and public transport services (Perez et

al, 2007). Some of the reviewed studies related to the issues of service quality measurement across different contexts are given in Table 1.

THEORETICAL BACKGROUND

Service quality in tourism and other sectors have been discussed by many researchers, some of them are as in Table 2.

NEED OF THE STUDY

Tourism sector is changing with the passage of time due to improved customer services. Therefore, travel service providers are motivated to deliver quality travel services that aim at achieving benefit and competitive advantages as well as increasing market share (Turban et al., 2002). Some of the researchers have developed various scales in service quality. However, the contents of their service quality constructs were brief and ambiguous and the proposed conceptual framework was not verified either. Moreover, they did

Table 2: Studies on Service Quality in Tourism and Other Sectors

<i>Author</i>	<i>Country</i>	<i>Research Objectives</i>	<i>Variables</i>	<i>Methodology</i>	<i>Significant Factors</i>
Yu et al., 2001	Taiwan	To assess perceptions of service quality among customers	Responsiveness, reliability, assurance, tangibility and empathy	Factor Analysis	Reliability, responsiveness, and assurance
Tsaur et al., 2004	Taiwan	To examine the relationship of service quality and tourists' satisfaction in hotel sector	Factors of service quality, employee empowerment and service behaviour	Descriptive Analysis, Factor Analysis and Regression Analysis	Employee empowerment
Kouthouris and Alexandris, 2005	Greece	To investigate the relationship between service quality, customer satisfaction and behaviour intention	Consistency, receptiveness, reassurance, fulfillment and compassion	Descriptive Analysis	Consistency, receptiveness and reassurance
Park et al., 2007	China	To examine the important factors affecting Shanghai residents' selection of a travel agency for domestic tours	Tour security, safety, credibility of the travel agency, interactive ability, guest satisfaction, service quality, tour facility estimation, travel agency image and service characteristics	Factor Analysis	Tour security and safety
Prabhakaran et al., 2008	India	To study the service quality perceptions of domestic as well as foreign tourists in the service quality of tourism sector	Tangibility, responsiveness, reliability, service product, assurance and service responsibility	Structural Equation Modelling	Tangibility influences the domestic tourists and Responsiveness influences the foreign tourists
Filiz, 2009	Turkey	To measure the customer satisfaction in the travel agency	Tangibility, reliability, responsiveness, security, empathy and assurance	Factor Analysis, Regression Analysis and t-Test	All
Al-Rousan et al., 2010	Jordan	To examine the impact of tourism service quality dimension in the Jordanian five star hotels	Empathy, reliability, responsiveness, assurance and tangibility	Factor Analysis	Empathy, Reliability and Tangibility
Quintela et al., 2010	Portugal	To analyze the impact of service quality on client satisfaction	Dependably, employee's willingness to help the customers, capacity to provide individualized attention, quality / price ratio, lodging and leisure	Importance Performance Analysis	Dependably, employee's willingness to help the customers

<i>Author</i>	<i>Country</i>	<i>Research Objectives</i>	<i>Variables</i>	<i>Methodology</i>	<i>Significant Factors</i>
Khattrab and Aldehayyat, 2011	Jordan	To measure hotels' service quality performance from the customer perspective	Tangibility, responsiveness, empathy, assurance and reliability	Factor Analysis	Empathy and tangibility
Arash and Nassibeh, (2011)	Taiwan	To examine the perceptions of tourists towards service quality	Dependability, receptiveness and guarantee	Regression Analysis	Receptive and guarantee
Hafeez and Muhammad, 2012	Pakistan	To study the impact of service quality, customer satisfaction and loyalty programs	Service quality, customer satisfaction and loyalty programs	Correlation Analysis and ANOVA	Customer loyalty
Khalil, 2012	Pakistan	To check the impact of serviced quality on customer satisfaction	Reliability, tangibility, responsiveness, assurance and empathy	Regression Analysis, Factor Analysis and Descriptive Analysis	Tangibility, responsiveness, assurance and empathy
Jusoh et al., 2013	Melaka	To study the gap between expectation and satisfaction level of tourists	Heritage elements, infrastructure and supporting elements	Factor Analysis And Gap Analysis	Heritage elements and infrastructure
Kariru and Aloo, 2014	Kenya	To investigate hotel guests' perceptions of service quality	Tangibility, reliability, assurance, responsiveness and empathy	Paired Sample t Test	Reliability, assurance, responsiveness
Selvakumar, 2015	India	To examine the impact of service quality on customer of Indian banks	Responsiveness, Assurance, Tangibility, Empathy and Reliability	Correlation and Regression	All
Kondasani and Panda, 2016	–	To analyze how perceived service quality and customer satisfaction lead to loyalty towards healthcare service providers	Tangibility, Responsiveness, Reliability, Service product, Assurance and Service Responsibility	Descriptive statistics, factor analysis, regression and correlation	Service Product and Service Responsibility
Rahim, 2017	Nigeria	To investigates the relationship among service quality, customer satisfaction and loyalty	Satisfaction and Loyalty	Correlation and Regression	Perceived service quality does influence passenger satisfaction,
Narteh, 2018	Ghana	The purpose of this paper is to integrate the SERVQUAL	tangibles, reliability, assurance, empathy and price	Structural equation modeling.	Reliability and Price

Sources: Adapted from Different Studies

not perform further research in regard to scale development. However, whether or not their scales would be sufficiently effective in capturing the travel service attributes is questionable. Moreover, some other dimensions may be applicable in case of offline tourism. Based on the above reasons, instead of merely using readymade versions of scale, there is a need to explore tourism sector-specific attributes and develop a suitable quality measurement for travel agencies. The primary purpose of this study is therefore to identify the components of offline travel service quality, thus to develop and verify a measurement instrument. Consequently, current study is going to shed light on the same issue.

OBJECTIVES OF THE STUDY

The specific objectives of the current study are as follows:

1. To study the factors motivating the use of offline tourism.
2. To develop and validate an instrument for measuring service quality in tourism sector in case of offline tourism.

DATA BASE AND RESEARCH METHODOLOGY

The current study is based on primary data. For the data collection, a questionnaire was developed based on SERVQUAL scale and review of literature. The questionnaire comprised of two parts. First part comprised of questions that addressed and gathered information related to respondents' personal information. Part second was comprised of questions that addressed and gathered information on the respondents' behaviour for booking their trips through offline mode of booking. These attributes were measured

on a seven-point rating scale, ranging from 1 (strongly disagree) to 7 (strongly agree), where respondents were requested to indicate the extent to which each attribute influences their evaluation for choosing offline tourism to book their journeys. Before final survey, questionnaire was purified with the help of two steps. Firstly content/face validity was examined through the panel of experts. These experts were the members of travel and tourism institute and some travel agents also. Moreover, a pilot survey was also conducted to check the reliability of the data. Some items were dropped after taking the advice from experts and after conducting the pilot survey.

Total 500 questionnaires were distributed among respondents in the three major cities of Punjab, i.e. Ludhiana, Jalandhar and Amritsar as they represent three major region of Punjab. Moreover, Ludhiana and Jalandhar were selected due to Business Tourism and Amritsar was selected due to Religious Tourism. Data was collected through convenience cum judgement sampling. Only those respondents were contacted who have used offline mode of booking tourism related activities at least once in their life.

Sample Characteristics

As far as the demographic profile of the respondents is concerned, the sample comprised of variety of respondents belonging to different economic and professional background. It can be seen from Table 3 that more male respondents participated in survey (55.8%) than female (44.2%) respondents. Furthermore sample population formed the majority (44.7%) in the age group of 30-40 years of age. The next largest category comprised the respondents from 40-50 years of age (23.7%).

The next largest category was made up of those who are less than 30 years of age (22.9%). Furthermore, respondents falling in the age category of above 50 are just 8.8%.

Table 3: Demographic Profile of Respondents

<i>Particulars</i>		<i>Frequency</i>	<i>Percent</i>
Gender	Male	266	55.8
	Female	211	44.2
	Total	477	100.0
Age (Yrs)	Less than 30	109	22.9
	30-40	213	44.7
	40-50	113	23.7
	Above 50	42	8.8
	Total	477	100.0
Marital Status	Married	290	60.8
	Single	183	38.4
	Divorcee	4	0.8
	Total	477	100.0
Education Level	Matriculation	159	33.33
	Graduation	245	51.4
	Post Graduation	66	13.8
	Any other	7	1.5
	Total	477	100.0
Occupation	Student	99	20.8
	Businessman	149	31.2
	Service	150	31.4
	Retired	41	8.6
	Housewife	27	5.7
	Others	11	2.3
	Total	477	100.0
Monthly Income (Rs.)	Less than 20,000	73	15.3
	20,000-40,000	264	55.3
	40,000-60,000	110	23.1
	More than Rs 60,000	30	6.3
	Total	477	100.0

Source: Compiled through Survey.

With regard to marital status of the sample, then it is clear from Table 3 that almost 60.8% respondents are married and 38.4% are unmarried whereas 0.8% respondents are

divorcee. As far as respondents' occupation is concerned, then Table 3 explains that majority of the respondents belong to service category (31.4%), followed by businessmen (31.2%), students (20.8%), retired (8.6%) and housewives (5.7%) and other (2.3%). As far as education level is concerned then Table 3 depicts that 51.4% of the respondents are graduates followed by matriculates (33.33%). The next largest category comprised of those respondents who are post graduate (13.8%). As per income categorization, Table 3 shows that 55.3% respondents are falling in the income category of Rs 20,000-40,000 followed by 23.1% who belongs to income category of Rs 40,000-60,000. Though just 15.3% are falling in the income category of less than Rs 20,000 yet 6.3% are falling in the income category of above Rs 60,000 income group.

FACTORS AFFECTING THE CHOICE FOR USING TRADITIONAL MODES OF TOURISM

Reliability Analysis for Traditional Tourism

By reviewing the old studies and SERVQUAL scale, a list of 46 statements was framed for traditional service quality in tourism sector. The questionnaire was refined with the help of two steps. Firstly content validity was examined through a group of experts (Ko and Pastore, 2005). These experts were managers of travel agencies and two academicians from tourism institutes. This process resulted in the elimination of 2 items, leaving a pool of 44 items for further analysis. Further, step was to identify those items which have low relationship with the scale. Factor Analysis can be applied if the scale is reliable; it is

verified through Cronbach alpha. The value of Cronbach alpha varies from 0 to 1. But, satisfactory value is required to be more than 0.6 for scale to be reliable (Malhotra, 2006).

Therefore, Cronbach alpha was calculated and the initial value came 0.608. 11 items identified with low correlation were deleted from the scale thus leaving 33 items for further analysis. After the elimination of these 11 items, Cronbach alpha increased from 0.608 to 0.784 shown in Table 4. Further 33 items were used to carry Factor Analysis.

Table 4: Reliability Statistics

<i>Cronbach's Alpha</i>	<i>No. of Items</i>
.784	33

Source: Calculated through SPSS.

Following examining the reliability of the scale, appropriateness of the data was verified with the help of KMO and Bartlett test of sphericity. Kaiser (1974) recommended that value of KMO greater than 0.5 is acceptable. KMO is 0.775 in the current study (Table 5) meaning hereby that sample is fit to run Factor Analysis. Bartlett test of sphericity (Bartlett, 1950) also confirm that sample is adequate to run Factor Analysis. Table 5 indicates that data is appropriate for Factor Analysis.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	8596.957
	df	561
	Sig.	.000

Source: Calculated through SPSS

Principal Component Analysis

Principal Component Analysis help to reduce variables into fix number of factors. Variables

with equal or greater than 0.45 factors loading were considered only. It reduced 33 statements (considered in the study) to 8 factors with 70.632% (Table 6) variance in the data.

Summarized findings of Factor Analysis for Factors motivating tourists to use E-tourism have been shown in Table 7.

As shown in Table 7, Factor 1 was named as 'Customized Services' which consisted of six items namely 'TTAs provide facility of tailor made services to the customers (.842)', 'Customers have to bear cost of commission while booking from TTAs (.837)', 'Limited quantity of services are available on TTAs (.837)', 'TTAs satisfies the needs of impulsive buyers (.831)' and 'TTAs provide cheaper services for accommodation for their regular customers (.754)'. This factor elucidated 10.388% of variation in data with Eigen value of 4.528. Travel agents are knowledgeable and active in the tourism industry. They provide different categories of services. These results are in accordance with the results of Abdullah and Razario, 2009 as they found it one of the important factors for quality of services in order to satisfy customers. The results are supported by the results of Prabhkaran, 2008; Mcquilkens et al., 2000 and Desia and Patel, 2013. The second factor 'Empathy/Human Touch' hold 10.106% of variation in the data with Eigen value of 3.568. It contained five statements namely 'Staff of TTAs give individual attention to the customers (.884)', 'TTAs maintain friendly and courteous relationship with their customers (.856)', 'TTAs offer a human touch while delivering services to the customers (.821)', 'TTAs operating hours are convenient to all its customers (.802)' and 'TTAs provide the best value for customers' money spent (.657)'. The lack of personal relationship can be responsible for shifting of

Table 6: Total Variance Explained

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.528	13.720	13.720	4.528	13.720	13.720	3.428	10.388	10.388
2	3.568	10.813	24.533	3.568	10.813	24.533	3.335	10.106	20.494
3	3.423	10.371	34.904	3.423	10.371	34.904	3.187	9.656	30.151
4	2.961	8.973	43.877	2.961	8.973	43.877	2.856	8.656	38.807
5	2.789	8.453	52.330	2.789	8.453	52.330	2.843	8.615	47.421
6	2.344	7.104	59.435	2.344	7.104	59.435	2.811	8.519	55.940
7	2.205	6.681	66.116	2.205	6.681	66.116	2.462	7.462	63.402
8	1.490	4.516	70.632	1.490	4.516	70.632	2.386	7.230	70.632
9	.829	2.513	73.145						
10	.749	2.269	75.415						
11	.653	1.980	77.394						
12	.621	1.883	79.277						
13	.592	1.794	81.071						
14	.560	1.696	82.767						
15	.486	1.474	84.241						
16	.465	1.409	85.650						
17	.449	1.360	87.010						
18	.406	1.230	88.240						
19	.400	1.211	89.451						
20	.367	1.112	90.563						
21	.342	1.035	91.598						
22	.309	.935	92.533						
23	.292	.886	93.420						
24	.284	.862	94.282						
25	.263	.798	95.080						
26	.248	.752	95.832						
27	.233	.705	96.537						
28	.228	.692	97.229						
29	.210	.638	97.866						
30	.192	.581	98.447						
31	.185	.560	99.007						
32	.178	.538	99.545						
33	.150	.455	100.000						

Source: Calculated through SPSS.

tourists from one tourism provider to other tourism service provider. Using the services of a travel agent means receiving the services face

to face. Travel agents help to find the vacation plan that is suitable for tourists as per their requirements. Travel agents offer 'personal

Table 7: Factors Motivating Tourists to Use E-tourism

<i>Sr. No.</i>	<i>Factor Name (Variance Explained %)</i>	<i>Eigen Value</i>	<i>Cronbach Alpha</i>	<i>Load- ing</i>	<i>Statements Included in the Factor</i>
F ₁	Service Characteristics (10.388)	4.528	.843	.842	TTAs provide facility of tailor made services to the customers
				.837	Customers have to bear cost of commission while booking from TTAs
				.837	Limited quantity of services are available on TTAs
				.831	TTAs satisfies the needs of impulsive buyers
				.754	TTAs provide cheaper services for accommodation as they are their regular customers
F ₂	Empathy (10.106)	3.568	.869	.884	Staff of TTAs give individual attention to the customers
				.856	TTAs maintain friendly and courteous relationship with their customers
				.821	TTAs offer a human touch while delivering services to the customers
				.802	TTAs' operating hours are convenient to all its customers
				.657	TTAs provide the best value for customers' money spent
F ₃	Responsiveness (9.656)	3.423	.843	.844	TTAs help in cancellation of trip
				.832	The staff of TTAs provides its service at the time, when they promises to do so
				.829	Staff of TTAs give prompt service to the customers
				.772	TTAs do not share personal information of their customers
				.658	Staff of TTAs tells the customers exactly when the services will be performed
F ₄	Reliability (8.656)	2.961	.852	.881	TTAs have ability to understand the customers' requirements in a better way
				.836	TTAs are reliable sources of information related to tour
				.819	The behaviour of staff of TTAs instils confidence in you
				.768	Customers feel safe in their transactions with TTAs
F ₅	Expertise (8.615)	2.789	.849	.863	TTAs manage catering and lodging hospitality
				.843	TTAs provide facility of escort and guides services
				.774	Finding right type of service is not easy through TTAs
				.728	The staff of TTAs insists on error free records
F ₆	Convenient (8.519)	2.344	.800	.868	TTAs are good option when time is short
				.861	TTAs save time of botheration of exploring tourism websites
				.793	Customers do not bother about documentation when they book through TTAs
				.670	Prices can easily be compared through TTAs for different packages
F ₇	Tangibility (7.462)	2.205	.879	.907	TTAs maintain the profile of their regular customers as per their preferences in order to provide better services
				.886	TTAs desk employees are neat and clean
				.885	Materials associated with the service (such as pamphlets or statements) are visually appealing in the office of TTAs
F ₈	Valuable Guidance (7.230)	1.490	.861	.903	TTAs provide rates of currencies of different countries
				.897	TTAs provide information related to atmosphere
				.846	TTAs help in picking up the best travel insurance to the travelers

Source: compiled from the results of SPSS.

touch” to the tourists during travel planning. They offer help and advice that a website cannot provide. The findings are alike to the findings of Prabhakaran, 2008; Mcquilken et al., 2000; Mohamed, 2007; Lin 2009; Markovic and Raspor; 2010, Rousan et al., 2010 and Desia and Patel, 2013.

The third factor ‘Responsiveness’ accounted for 9.656% of variation, with Eigen value of 3.423. It comprised of five statements like ‘TTAs help in cancellation of trip (.844)’, ‘The staff of TTAs offer its service at the time, when they promises to do so (.832)’, ‘Staff of TTAs give prompt service to the customers (.829)’, ‘TTAs do not share personal information of their customers (.772)’ and ‘Staff of TTAs tells the customers exactly when the services will be performed (.658)’. The agent serves as the tourists’ advocate in the event something inadvertently goes wrong. Travel agents are knowledgeable and active in the industry. Many researchers found it one of the imperative dimensions in service quality (Kouthouris and Alexandris 2005; Mohamed, 2007; Lin, 2010; Markovic and Raspor, 2010 and Rousan et al., 2010).

The fourth factor ‘Reliability’ is responsible for four items and accounted for 8.656% variation in data, with an Eigen value of 2.961. These four items are ‘TTAs have ability to understand the customers’ requirements in a better way (.881)’, ‘TTAs are reliable sources of information related to tour (.836)’, ‘The behaviour of staff of TTAs instills confidence in you (.819)’ and ‘Customers feel safe in their transactions with TTAs (.768)’. These findings are similar to the findings of Mcquilken et al., 2000; Kouthouris & alexandris, 2005 and Desia and Patel, 2013. The fifth factor ‘Expertise’ indicates how travel agents prove its trustworthiness towards its customers. How effectively and efficiently

they manage and handle the needs of the tourists. This dimension explains 8.615% of total variance and 2.789 Eigen value. The items such as ‘TTAs manage catering and lodging hospitality (.863)’, ‘TTAs provide facility of escort and guides services (.843)’, ‘Finding right type of service is not easy through TTAs (.774)’ and ‘The staff of TTAs insists on error free records (.728)’ have been loaded on this factor. Travel agents being experts help in finding out the right services, at the best price and as per the needs of tourists. If tourists have any problems during journey, travel agent is always there to assist the tourists. These results are supported by the results of Mcquilken et al., 2000 and Desia and Patel, 2013.

The sixth factor ‘Convenient’ accounted for 8.519% variation in the data and with Eigen value of 2.344. Four statements have been encumbered on current dimension such as ‘TTA is the best option when time is short (.868)’, ‘TTAs save time of botheration of exploring tourism websites (.861)’, ‘Customers do not bother about documentation when they book through TTAs (.793)’ and ‘Prices can easily be compared through TTAs for different packages (.670)’. Travel agents can save time and money of tourists by handling all aspects of trip related activities, i.e. hotels, car rental, airlines reservations, etc. Travel agents also offer one-stop shopping for all travel arrangements.

The seventh factor ‘Tangibility’ explained 7.462% variation with Eigen value of 2.205. Three items have been loaded on this dimension such as ‘TTAs maintain the profile of their regular customers as per their preferences in order to provide better services (.907)’, ‘TTAs desk employees are neat and clean (.886)’ and ‘Materials associated with the service (such as pamphlets or statements) are visually appealing in the office of TTAs

(.885)’. These results are supported by the results of Prabhakaran, 2008; Mcquilken et al., 2000 and Desia & Patel, 2013. Eighth and last factor was named as “Valuable Guidance” with Eigen value of 1.490 and total variance of 7.230%. It comprised of three items, i.e. ‘TTAs provide rates of currencies of different countries (.903)’, ‘TTAs provide information related to atmosphere (.897)’ and ‘TTAs help in picking up the best travel insurance

to the travelers (.846)’. Tourists can discuss their problems with travel agents which can occur before and after journey. They provide valuable guidance to the tourists.

Confirmatory Factor Analysis for Traditional Tourism

CFA was employed further to confirm the factors and their loadings. CFA using

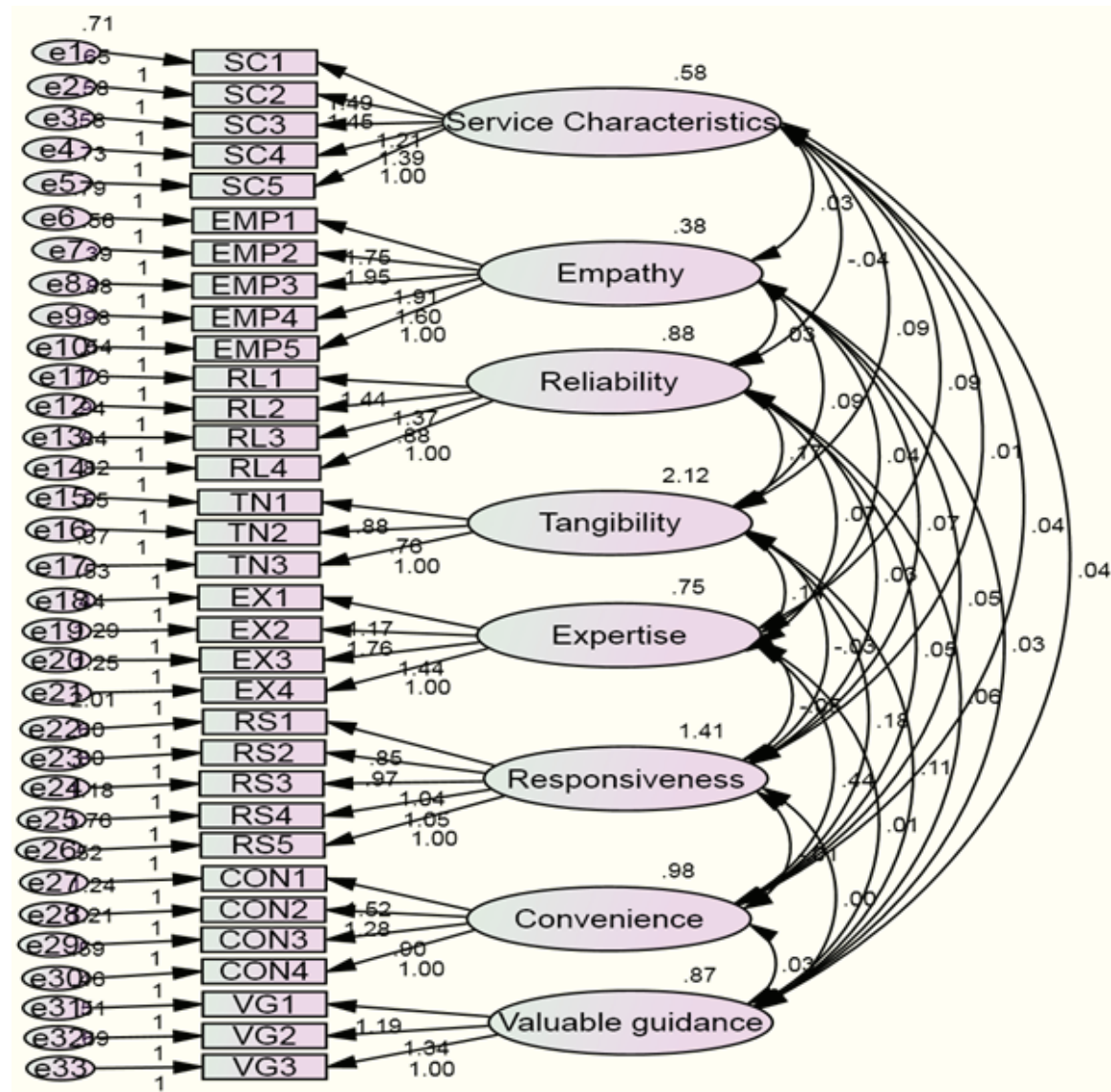


Figure 1: Measurement Model for Factors Motivating the Tourists for using Traditional Tourism

Source: AMOS.

AMOS 18.0 was carried out to confirm the factors and their loadings. Measurement model for factors motivating the tourists for using traditional tourism has been shown in Figure 1.

Model Fit

Model fit is a tool of goodness of a model. It also shows whether data is fit to run CFA or not. AMOS output provided in Table 8 shows a χ^2 of 1303.132 with 566 df. The CMIN/DF ratio is 2.580, which is within the recommended range of less than 5, which is indicator of good fit of model for sample (Carmines and McIver, 1981). The GFI is 0.862 and AGFI is 0.835. RMSEA is 0.058, which falls within the cutoff value of 0.06 (Hu and Bentler, 1999). TLI is 0.898 while the CFI is 0.910. The Bentler-Bonett NFI is 0.862 and Bollen's IFI is 0.911. The values for fit indices have been shown in Table 9 and either they exceed the recommended level of 0.90 or acceptable value of greater than 0.80, showing fitness of model.

Composite Reliability and Average Variance Extracted (AVE)

According to Hair et al., 1998, 'Composite reliability is a measure of the internal consistency of the construct indicators, which depicts the degree to which the items indicate the common unobserved construct.'

Scale Validation

After examining internal consistency of the scale, the validity of the instrument has to be assessed.

Convergent Validity

According to Netemeyer et al., 2003, 'A measure is said to possess convergent validity if independent measures of the same construct converge, or are highly correlated.' As per Anderson and Gerbing, 1988, 'Convergent validity can be evaluated from the measurement model by determining whether each indicator's estimated pattern coefficient on its posited underlying factor is significant or not.' As shown in Table 9 standardized factor loadings for all items is near to/above 0.5 (Hair et al., 1998), which supports the convergent validity. According to Fornell and Larcker (1981), 'Convergent validity of the construct is also demonstrated when the average variance extracted is above 0.50.' Table 9 shows that the value for AVEs for all the dimensions is greater than 0.50, which further supports the convergent validity of the measures.

Discriminant Validity

Brown et al., 1993 say, 'Discriminant validity refers to the extent to which measures of theoretically unrelated constructs do not correlate highly with one another.' Values of AVE were compared with squared correlation between two constructs in order to determine the discriminant validity. Results for discriminant validity have been shown in Table 10.

Thus in order to study the factors the users to use traditional mode of tourism, EFA and CFA have been applied. While using offline mode of tourism, tourists found

Table 8: Index of Fit

<i>Index of Fit</i>	<i>Chi-Square(df)</i>	<i>CMIN/DF</i>	<i>GFI</i>	<i>A GFI</i>	<i>NFI</i>	<i>IFI</i>	<i>TLI</i>	<i>CFI</i>	<i>RMSEA</i>
Value	1303.132	2.580	.862	.835	.862	.911	.898	.910	.058

Source: Calculated through AMOS.

Table 9: Parameter Estimates, Average Variance Extracted and Composite Reliability

<i>Latent Variables</i>	<i>Item Label</i>	<i>Standardized Factor Loadings</i>	<i>CR</i>	<i>AVE</i>
Customized Services	SC1	.803	0.881	0.599
	SC2	.807		
	SC3	.772		
	SC4	.812		
	SC5	.666		
Empathy	EMP1	.772	0.870	0.580
	EMP2	.849		
	EMP3	.882		
	EMP4	.724		
	EMP5	.529		
Responsiveness	RS1	.582	0.853	0.540
	RS2	.831		
	RS4	.755		
	RS5	.667		
Reliability	RL1	.878	0.854	0.597
	RL2	.827		
	RL3	.651		
	RL4	.715		
Expertise	EX1	.814	0.858	0.606
	EX2	.916		
	EX3	.739		
	EX4	.613		
Convenient	CON1	.901	0.854	0.598
	CON2	.751		
	CON3	.629		
	CON4	.788		
Tangibility	TN1	.818	0.883	0.717
	TN2	.833		
	TN3	.887		
Valuable Guidance	VG1	.853	0.864	0.680
	VG2	.869		
	VG3	.746		

Source: Calculated through AMOS.

some important factors to motivate them to use it such as Convenient, Empathy, Responsiveness, Reliability, Tangibility, Valuable Guidance and Expertise. Further, Confirmatory factor analysis was applied on collected data from 477 tourists. Results

revealed that all the indicators had adequate item reliability. All the model fit indices were above the recommended criteria. Reliability was assessed using coefficient alpha, composite reliability and average variance extracted and all the values obtained were

Table 10: Discriminant Analysis

	<i>AVE</i>	<i>Customized Services</i>	<i>Empathy</i>	<i>Reliability</i>	<i>Tangibility</i>	<i>Expertise</i>	<i>Responsiveness</i>	<i>Convenient</i>	<i>Valuable Guidance</i>
Customized Services	.599	0.774							
Empathy	.580	0.072	0.761						
Reliability	.547	-0.055	0.051	0.773					
Tangibility	.597	0.080	0.103	0.122	0.847				
Expertise	.606	0.132	0.070	0.083	0.110	0.778			
Responsiveness	.598	0.006	0.092	0.027	-0.016	-0.050	0.735		
Convenient	.717	0.048	0.077	0.051	0.125	0.517	-0.011	0.773	
Valuable Guidance	.680	0.060	0.052	0.068	0.080	0.017	-0.002	0.033	0.824

Source: Calculated through AMOS.

above the accepted range, thus establishing the reliability of the constructs. Convergent and discriminant validity was established for all the eight constructs for the model.

IMPLICATIONS AND RECOMMENDATIONS OF THE STUDY

- The study is helpful for tourism service providers to understand those factors which are perceived important by tourists while they use offline mode of booking, so that they can offer them customized services.
- Moreover, results depict that “Empathy” is an important dimension from tourists’ point of view. Thus, the study can help tourism service providers to understand this dimension in a better way to win the trust and confidence of customers.
- Current study will also enable the managers of travel agencies to identify their strengths and weaknesses and consequently help them in investing the available resources in the critical dimensions.
- Travel agents should provide their services effectively to take the benefit of their

advantageous position than online mode of booking. Travel agents should provide tailor made services in order to satisfy their customers. Therefore, travel managers are advised to train their employees so that they can offer personalized services to the tourists amongst which offering security and safety during tour activities should be highly focused.

- The travel agencies should compile different kinds of services in form of tour packages to match different customers’ demand. Employees of travel agencies should be more responsive in settling the queries of tourists.

LIMITATIONS AND SCOPE FOR FURTHER RESEARCH

- Demographic variables, psychological variables etc. may influence customers’ decision making process for using offline tourism. Impact of these variables has not been examined in the current study. Further study can be conducted to check the impact of demographic and psychological variables on customer satisfaction.
- The same study might be designed

longitudinally so as to see if tourist satisfaction with traditional service quality varies with changes in time. Such study would help the tourism companies to understand the long-held customer perceptions of traditional service quality in tourism sector.

- Further, researcher may empirically examine the proposed model and observe the relationships among antecedents of customer loyalty.
- Another future research area might be the focus on the relationship between customers' behavioral intentions and their repeat purchase behavior in the tourism industry.
- Future study could consider to what extent the measures proposed in this study are valid in different service industries and what modifications need to be made in the scale items across different samples and contexts.

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