

Effective Factors of Service Marketing Mix on Tourist Satisfaction: A Case Study

Mahfuzur Rahman¹, Mohammad Shariful Islam¹, Md. Al Amin², Rebaka Sultana¹, & Md. Imran Talukder¹

¹ Department of Business Administration, Bangladesh Army International University of Science & Technology, Cumilla, Bangladesh

² Department of Marketing, Jagannath University, Dhaka, Bangladesh

Correspondence: Mahfuzur Rahman, Bangladesh Army International University of Science & Technology, Cumilla, Bangladesh. Tel: 880-19-1814-9595. E-mail: mahfuzcoubd@gmail.com

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Abstract

The core goal of the study is to examine the relationship between the service marketing mix and tourist satisfaction. The study also attempted to measure the impact of each element of service marketing on tourist satisfaction at Ahsan Manzil in Bangladesh. In order to attain the goal of the research, a good number of extant literature was reviewed and a structured questionnaire was developed to meet the research gap. Based on the studied variables non probabilistic convenience sampling method used to collect data from a sample of 250 respondents who visited the place and seven causal hypotheses were developed. Statistical measurement techniques employed for the study are descriptive, correlation, regression, ANOVA used and Cronbach alpha measured the internal consistency of variables. Data analysis executed by using SPSS 20.0. The findings of the study revealed a positive linear relationship of all variables with tourist satisfaction except promotional activities. The novelty of the paper is that it exhibited the consequences of tourists' satisfaction and dissatisfaction to guide decision-makers and to keep the specific focus on promotional activities.

Keywords: tourism, marketing mix, Ahsan Manzil, Bangladesh

1. Introduction

One of the key focuses of an organization is to realize the customers need and expectations on the product as well as services. In pursuing and fulfilling this particular need of the customers, a company can satisfy the customer, maintain a long-term relationship, and definitely can maximize business goals (Kotlar & Armstrong, 2000). The prime tools for enhancing the satisfaction of customer are the absolute uses of the marketing mix. It is a mix of key elements of marketing that dictate customer choice, comforts and decisions. Marketing mix way forward to satisfy the needs, finding a new way of providing the best and recognize a company by differentiating successful and unsuccessful (Imamgolica & Piri, 2015). Therefore, it is evident that customer satisfaction is the eye of every successful business functions (Kord et al., 2018).

Tourism industry can be a strong tool of mediating poverty, increase the income by maximizing the satisfaction of tourist in third world countries (Tooman, 1997; Emaad, 2007). Mihalic (2009) has examined the importance such as economic development in rural areas, way to accelerating profits, a way of maximizing economic benefits to the local communities and elements such as attractiveness competitive value, tourist loyalty to a destination of customer satisfaction.

Bangladesh is a beautiful and potential tourist destination in the tourism sector. The country has some significant attractions to draw the attention of world tourism though it is suffering from different limitation (Islam & Islam, 2006). Travel and tourism are one of the largest service industries in the world. In a study of (Davenport & Davenport, 2006; Hemmati & Koehler, 2000) mentioned that Bangladesh is the single fourth largest and fastest growing tourism industry in the world in terms of employment generation and contribution to national GDP. In Bangladesh, domestic tourism and travel industry contribute about 97.7 % of total national GDP (WTTC, 2013). Bangladesh has won the top ten ranked position as the best value destination in the world for the year 2011 by world's leading travel guidebooks "Lonely Planet" (Owned by BBC Worldwide). According to the guidebook, a tourist who visits Bangladesh shall receive the highest return of their expense and they can materialize their

monetary value. Hossain & Nazmin (2006) explored that, in Bangladesh, there are lots of tourist attraction for international tourist like sunny beaches, historical attractions, hillocks, Sunderbans, wild lives, cultural diversity, tribal culture and architecture, cultural heritage, colorful festivals and so on. Giving importance on the multi-dimensional potential of tourism such as the balance of payments, economic diversification, revenue expansion and employment opportunities; it is a perfect sense for Bangladesh to concentrate the tourism industry with high priority.

The key thrust of this study is, therefore to identify the tourism potential of the region and to measure the satisfaction level of tourists in a famous tourist location. The study will contribute to the policy maker of Bangladesh to put attention on the socio-economic and demographic profile of tourist areas, travel patterns, and travel satisfaction so therefore, it may maximize the tourist attraction, minimizing the challenges. The study has organized into nine sections such as 1) Statement of the problem 2) About Ahsan Manzil 3) Literature Review 4) Objectives 5) Theoretical Framework 6) Methodology 7) Research Gap 8) Analysis and Interpretation 9) Discussion and Findings 10) Conclusion and Recommendation 11) Limitation and Future Research.

2. About Ahsan Manzil

Ahsan Manzil is familiar as a national museum of Bangladesh. Ahsan Manzil situated on river Buriganga that is just left side near to wisehat at the southern part of the Dhaka city. Among all the architectural structures of Dhaka city, it considered as one of the most beautiful as well as historically significant building of the nineteenth AD. It was the living palace of Nawab and Sadar kutchery (Headquarter). The construction of the main palace building was started in 1859 and completed in 1869. It was recognized as the royal place to live for Dhaka Nawab and at that time there was no other constructions as impressive as the Ahsan Manzil.. Before that, a lucrative garden house was situated there which owned by Sheikh Enayetullah. In the year 1740 his son, Sheikh Motiullah sold the garden house to the French trader who built the business center with the palatial building. Nawab Ghani bought the land French Kuthi in 1830 and renovated it for his dwelling. French Kuthi was later designed as the place called Andarmahal. Nawab Abdul Ghani constructed a studios building at the eastern side of the French kuthi and titled this building as Ahsan Manzil. He named it in remembrance after the name of his beloved son, Khwaja Ahsanullah.

The building of Ahsan Manzil raised the 1-meter platform and consist of two-storied palaces. The palaces were measures 125.4m by 28.75m. The palace of Ahsan Manzil is designed with two broad segments. One was called the eastern side and another one was the western side. There is dome in the eastern building that recognized as the Rangmahal and there are rooms in western side recognized as Andarmahal. There is a tall dome located in the central parts. The eastern side array with stateroom, guest room, central library, drawing, card room, ballrooms, Hindustani rooms, and two rooms for guests. There are Jalsaghar and drawing room made of the attractive artificial ceiling with wood. In the western part, there is a grand hall for dining alongside a few smaller rooms. The dining floors and darbar halls enriched with multi-color ceramic tiles. All the valuables used by Nawab are stored in the rooms of the western half.

After being, independence of Bangladesh the government highly considered the historical importance as well as the architectural essence of Ahsan Manzil. As such the government extended efforts to conserve Ahsan Manzil. But meantime the Nawab left the country and settled in abroad. Soon the Nawab family people left the premise there were unauthorized habitation, slums made in the premise by floating people. On November 2, 1974, the Prime Minister of Bangladesh has ordered for preserving the palace as architectural importance and tourist center and accordingly the renovation started. The subsequent presidents, chief marshal law administrator continued the order and the area acquitted on November 3, 1985.

3. Literature Review

The emotional state of tourists meet satisfaction when his or her opportunity and experience may can express. In the tourism industry marketers sell the experience to people as the customers do not buy physical item instead they are paying for an experience to learn and enjoy the culture of the country. A good number of studies carried out focusing on different avenues of tourist satisfaction and marketing mix. The role of the service marketing mix in tourism is to bring the customers or tourists to the destination, product or service that the tourism company wishes to sell as well implement the seven P's of service marketing to increase tourist's satisfaction. Since tourist satisfaction can influence the choice of the destination by potential visitors, it saw as a major indicator of the destination's performance and its financial results. The study on single tourist spot is spared. For example, Ahmed et al. (2010) has conducted a relevant study and found the managerial problem to promote tourism in Bangladesh. Research shows that tourist attractions have evolved by the choice and beaches, forest, hills and islands, historical place and archaeological sites are most pleasing to many tourists (Sarker & Begum,

2013). Likewise tourism is propelled with a number of outcomes such as developing culture, mobilization of resources, building recreation and pleasure, the creation of values and gradually evolving with many more elements (Sarker, 2014). In line with that one can increase his or her productivity by removing mental agony and can maximize the level of satisfaction through tourism (Ali & Mohsi, 2008). Hassan (2014) examined tourist service satisfaction at Cox's Bazar Sea Beach, Bangladesh and found the factors such as accommodation, food services, security and safety, people's attitude, sports, and recreational facilities, communication services, health, and medical services, washroom and toilet facilities, transportation, beauty and pleasing, cleanliness, tour information, and guide are dominant influence in tourist satisfaction.

3.1 Services Marketing Mix

The term marketing mix denotes a set of elements that influence customer buying decision (Kotler, 2011). Many research showed that the company might be able to excel its productivity, secure a competitive position, and satisfy customers by dint of relevant combination among the factors of marketing mix. The pioneer contributor of service marketing Mc Carty (1960) stated that services marketing mix is the combination of four elements such as product, price, place, and promotion. Later on, other researchers has expanded the elements of marketing mix and included packaging, public relations, process, and market information (Nickles & Jolson, 1976; Mindak & Fine, 1981; Booms & Bitner, 1998). Lovelock & Wright (1999) has supported the findings and advocated those as embedded functions of the marketing mix. In a similar study 'quality' has addressed as a key matter that needs to measure for service marketing mix (Yelkur, 2000).

3.2 Tourist Satisfaction

Kotler (2000) narrates the meaning of satisfaction as individual feelings, stands of pleasure or discomfort that resulted by the perceived performance of a product (or outcome) in association with his or her expectations. Kim and Richardson (2003) opined customer satisfaction is a form of post-purchase attitude that indicates a comparison of the product and service quality of customer. Customer satisfaction and culture play a significant role in the survival and growth of tourism product and services (Gursoy et al., 2003; Mawa, 2018). The profit in green marketing depends on the satisfaction process of customer ascertained (Dubrovski, 2001; Wicks & Roethlein, 2009; Sulaiman et al., 2015). Oliver (1997) suggested that customer satisfaction is a fulfillment of response from tourist satisfaction on overall experience with the given destination. Tourists take a trip to visit the destination to consume the products or experiences that it offers, to have good memories to share with their friends and they form their judgment of the destination by comparing their actual experiences with their expectations to capitalize their satisfactions (Vetitnev et al., 2013). Pizam et al. (1978) examined the certain specific features of tourist product such as gastronomy, service cost, transportation, accommodation, and attractiveness excels visitor satisfaction. Moreover, it generally perceived as the result of all activities carried out during the process of purchase and consumption of the product or service (Oliver, 1997). Kozak and Rimmington (2000) examined the reasons for tourist satisfaction and suggested that the choice of destination, the consumption of products and services accelerate a positive face-to-face impression towards the third parties too. Some studies have also revealed that dissatisfaction leads to negative word of mouth, avoid revisit the destination and convert a visitor to choose alternate destinations (Pizam et al., 1980). The most effective way that a happy tourist always recommends the place to their friends, peers, and networks and it is a mental state of the tourist (Li et al., 2012; Khan et al., 2013). A related study of Mehedy & Shewna (2014) found that tourist satisfaction is a combination of feelings originated from a rational judgment of consumer, the performance of the product, and experience with an effective response. In a similar study of Chi et al., (2008) has examined and asserted that the attributes of tourist satisfaction are food facility, lodging, attractions, shopping, activities, events and environment, accessibility. Chi and Qu (2010) in his study identified the destination attributes that generating satisfaction or dissatisfaction covered seven domains of tourism activities such as accommodation, dining, shopping, attractions, events and activities, environment and accessibility.

3.3 Product

Fyall and Garrod, (2005) mentioned that the product consists of the attractions of destinations and its environment, destination's services and facilities, destination accessibility, and its imagery perception. In a study of Ashworth and Voogt (1990) revealed that like a bundle of product the tourism also mixes of services and experiences. (Vassiliadis, 2008; Meltem et al., 2010) defined tourism product is a set of elements such as the design of the hotel, the room facilities, the food and beverages served, the service offered by the staff, the overall ambiance of the establishment. The tourism product is consisting of a combination of tangible and intangible items where the potential customers "buy" the product before "acquiring" the product. The purchasing decision made by the tourist based on the promise of a product. According to Lewis and Chambers (1984) one of the most

important features of tourist products is the so-called bundle purchase concept where consumers do not buy individual elements of the offering, rather they buy a bundle or a unified whole. In a similar study, they opined that tourist product divided into three parts such as the formal product, the core product, and the augmented product. Innovation in the tourism product helps to raise the sensitivity. The users of the service are looking forward to a better and improved product.

3.4 Price

Price determines the competition of a destination with other destinations and includes transportation costs to and from a destination, accommodation, food, attractions and tour service costs UNWTO (2007). Fyall and Garrod (2005) defined that price is charged for owning and extracting utility of product and services. Markgraf (2015) has agreed on the viewpoint and comment on matching the price with product features. Some studies focused on pricing mix in tourism product (Reid & Bojanic, 2010; Devashish, 2011). Tourist's enterprises can determine their prices by analyzing the cost of running the business, the willingness to pay by the demand, the prices of the competition, the commission provide to resellers. In a similar study by Afjal (1999) has scrutinized the perspective of foreign tourists' to marketing mix of the tourism industry in South Asian country and advocated that the perceived price of the foreign tourists comparatively better than expected.

3.5 Place

According to Middleton, 2001 & Rodriguez (2013), the place is the to access of a tourism product, confirm the booking and reservation, payments and suggested that distribution of tourism products and services is more associated with promotions such as trade shows, web pages, resellers, direct mail, tourist destination etc. In a similar study by Godfrey and Clarke (2000) has underscored the use of tour operators and travel agents in the tourism industry to distribute information about tourist destination. The diversity of marketing channel efficiencies for promotional activities are recognized and recommended to sets up an ideal marketing distribution mix for various channel partners (Leo Huang et al., 2009).

3.6 Promotion

Promotion is the act of telling the market about the product. Kotler (2007) clarified the company prefers to achieve their marketing and advertising objective through a particular mixture of advertising, personal selling, direct marketing, public relation, and sales promotion tools. Reid and Bojanic (2010) identified interrelation of communication mix between the company and its customers. In another study by Reid and Bojanic (2010) shows, that communication consists of distributing information through a web portal, trade exhibition, resellers, mails, and tourist destination. Abd El Jalil (2010) examined that brochure is a strong tool of promotion that consists of physical attractions to create interest among international tourists.

3.7 People

According to Kotler (2007), the focal point in the hospitality sector is people's behavior, quality control, and personal selling. People generally cannot separate from the total service. Zeithaml et al. (2006) determined that people are the key stakeholders such as customer, another customer, firm's personnel who actively involved in buying and selling of tourism product. Accordingly, Reid and Bojanic, (2010) narrate the attitude, skill, and appearance is important to ensure overall satisfaction to the people as a customer even for segmented markets (Amin & Islam, 2017). Additionally, tourism is labor intensive and the tourism experience is dependent on a tourist's interaction with local communities and well-trained personnel working in those destinations (UNWTO, 2007). Yu Wang (2006) studied training and development practices on Chinese four- and five-star hotels. This study was from the perspective of western human resource management and found that to develop people of the tourism industry, the domestic training, and development initiative is more effective that of others.

3.8 Process

Process in tourism includes travel to the site/area, trip planning, and anticipation, recollection, trip planning packages (Kannan & Srinivasan, 2009). The trip planning packages include maps, attractions on site, information regarding lodging, food, quality souvenirs, and mementos. Process refers to the actual mechanisms, the flow of activities, and procedures of service delivery and systems of operations (Zeithaml et al., 2006). Processes make life easier for tourism businesses and help customer's access services in the simplest very possible (Rodriguez, 2013). Physical evidence comprises the environment in which the organization and customer interact, and any tangible elements that enhance communication or performance of the service during service delivery (Zeithaml et al., 2006). This enhances the potential customer's confidence in a product-which in most cases exhibits intangibility qualities.

3.9 Physical Evidence

Physical evidence is depending on travel experience, stay, and comfort in Tourism (Kannan & Srinivasan, 2009). Providing ease for tourist as well as employee and ensure the efficient delivery and consumption of service. In other words, it is treated as an environment where the customer and firms interact that ensures the service (Zeithaml et al., 2006). Again Bastakis et al. (2000) stated that sustainability is the important component of destination image and significant tourist traffic trend is towards more environmental friendly areas in contemporary.

3.10 Expectancy Disconfirmation Theory

Customer satisfaction is a psychological dimension and a concept in marketing that disseminate the feeling of pleasure and well-being that derived from gathering what one expects from an appealing product and/or service (WTO, 1985). A good number of academic theories on customer satisfaction (CS) have been developed by researchers over a period of time. Later research by contributors found that majority theories are focused the cognitive psychology of human nature that turn to their satisfaction (Ross et al., 1987, Barsky, 1992; Oh & Parks, 1997). Among those expectancy disconfirmation, assimilation or cognitive dissonance, contrast, assimilation-contrast, equity, attribution, comparison-level, generalized negativity and value-precept (Oh & Parks, 1997) theories are worth mentionable. The widely used theory called ‘expectancy disconfirmation theory’ that developed by Richard Oliver (Oliver, 1980). According to the theory customers always purchase goods and services having some expectation about the performance of same. Soon after purchase and use the utility of that product or service the outcomes or performance are measured/compared against pre purchase expectations and confirmation occurs if the outcome matches their expectations. Reversely disconfirmation occurs if there are remarkable deviations between expectations and outcomes. Thus negative disconfirmation take place if the performance of product/service is less than expected and positive disconfirmation occurs if the performance of product/service is higher than expected. Accordingly the satisfaction is derived by confirmation or positive disconfirmation of consumer expectations, and dissatisfaction is caused by negative disconfirmation of consumer expectations. The researcher in current study has considered that tourists visit in a particular places (Ahsan Manzil) may or may not always have perceived expectations. Thus this research has attempted to apply the ‘Expectancy disconfirmation theory’ in view to explaining the relationships and impacts between the variables ie marketing mix and tourist satisfaction in the research framework.

4. Objectives of the Study

The general objective of this study is to evaluate the effective factors of the service marketing mix on tourists’ satisfaction.

Other specific objectives are:

- a) To examine that extent of association between the service marketing mix and tourists’ satisfaction.
- b) To diagnose that impact of elements of service mix on tourist satisfaction.
- c) To provide relevant recommendations and suggestions to the policymakers.

5. Research Framework

5.1 Research Variables

In the tourism literature, some studies focus on the overall levels of tourist satisfaction with a destination Kau & Lim (2005). While others pay, attention to specific attributes at the service encounter level such as a hotel, restaurant, travel agent, attraction, transport, and retail shop (Heung, 2000). Following variables have designed for the study.

Dependent variable	Tourists’ satisfaction
Independent variables	Accommodations, convenience access to quality destination services, personal and family refreshment, expense worth value, shopping experience, servicing staff, security and safety, people’s attitude, sports and recreational facilities, communication services, health and medical services, washroom and toilet facilities, transportation, beauty and pleasing, cleanliness, tour information and guide etc.

5.2 Research Questions

In this research, issues were chosen relating to service marketing mix applicable to tourism marketing in order to investigate the tourist's satisfaction. The current study has been attempted to answer the following questions:

- a) What is the degree of relationship between service marketing mix on tourists’ satisfaction?
- b) Is there any impact on the service marketing mix on tourists’ satisfaction?

5.3 Hypotheses Development

In order to attain the goal of this research following general and specific hypothesis developed
 General Hypothesis: Elements of service marketing mix positively related to tourist satisfaction.

Specific hypothesis:

- H₁: Product is positively associated with Tourists’ Satisfaction.
- H₂: Price is positively associated with Tourists’ Satisfaction.
- H₃: Place is positively associated with Tourists’ Satisfaction.
- H₄: Promotion is positively associated with Tourists’ Satisfaction.
- H₅: People and is positively associated with Tourists’ Satisfaction.
- H₆: Process and is positively associated with Tourists’ Satisfaction.
- H₇: Physical Evidence is positively associated with Tourists’ Satisfaction.

5.4 A Proposed conceptual framework of Tourist’s Satisfaction

A proposed model of tourist satisfaction with seven independent variables of the service marketing mix that examined in this study considering tourist satisfaction as the dependent variable.

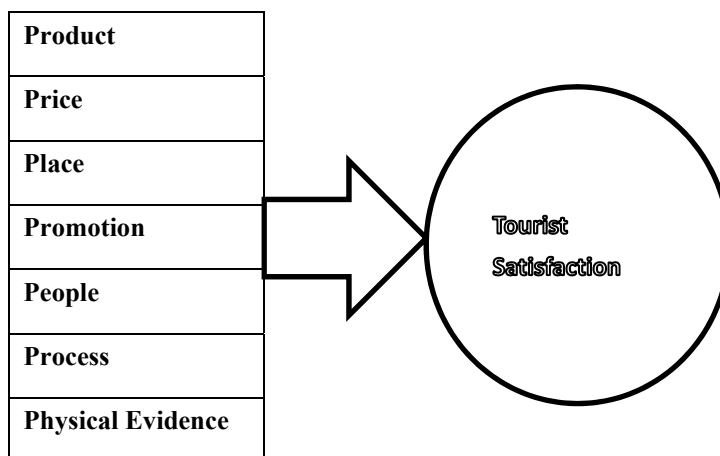


Figure 1. A conceptual framework of 7p’s of tourism marketing having impact on tourist’s satisfaction.

The general regression model was as follows:

$$TS = \alpha + \beta_1X_1 + \beta_2X_2+ \beta_3X_3+ \beta_4X_4+ \beta_5X_5+ \beta_6X_6+ \beta_6X_7+e$$

Where, TS = Tourists Satisfaction

- X₁ = Product
- X₂ = Price
- X₃ = Place
- X₄ = Promotion
- X₅ = People
- X₆ = Process
- X₇ = Physical Evidence.

In addition, α is constant and $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6,$ and β_7 are coefficient to estimate, and e is the error term.

6. Research Gap

A good number of studies conducted on tourist satisfaction based on service marketing mix where the process, service satisfaction, factors shown from a different perspective. So far the best of knowledge of the author the study on tourist satisfaction based on Ahsan Manzil of Bangladesh did not evident and this contextual gap will

be mitigate by the study. Few studies have only focused on people, process instead of emphasizing promotional activities and overall satisfaction that also covered by current study. This research will able to incorporate new knowledge in addressing tourist satisfaction on historically important places. Moreover, the current study reaffirms the 'Physical Evidence' as a key tool for tourist satisfaction and underscored promotion activity to explore overall tourist satisfaction in light of Ahsan Manzil.

7. Methodology

In this section, research issues such as research design, sample, and procedure of sampling, questionnaires and numerical examination presented. The actual significance of research design is to direct the way of data collection procedure and examine the data in order to respond for recognized research problem(s), but the research methodology is to illustrate how something would be done. The present study is descriptive research based on quantitative data.

7.1 Sample Size and Sampling Technique

In order to fulfill the research objectives a total number of 250 respondents (N=250) chosen using a convenience sampling technique. According to the recommendation of Sekaran and Bougie (2010) the minimum number of samples for similar nature of research such as multivariate analysis, multiple regressions should be several times preferably ten times or more and as large as possible of the number of used variables of the study taken. Based on this consideration and rule of thumb the minimum sample size of the current study is more than 80 (8 x 10) or equal to 80. Hoerl (2008) recommended a rule of thumb that a multivariate nature of research should consider a sample size of any number more than 200 and it will be considered sufficient to analyze the data. Finally the recommendation has considered determining sample size as the total population is unknown. Respondent selected from those who were visiting Ahsan Manzil during the period of November 2016 to March 2017. A pilot survey conducted on 30 respondents in order to test the reliability of the questionnaire and to avoid the ambiguity. Most of the respondents visited this place were students coming from different Schools, Colleges, Universities, and other institutions. Their group leader filled the questionnaire presented to them in person. There was also respondent tourist from the business professionals, an individual family who usually travel with family and friends.

7.2 Data Collection

The process of data collection is to collect appropriate data about the research from a particular population or sample. For this study, the questionnaire has been used including seven Ps of service marketing mix like- product, price, place, promotion, people, process, physical evidence that have impacts on the dependent variable tourist satisfaction who visited Ahsan Manzil during the study period of November 2016 to March 2017. The advantage of the questionnaire method cost effectual, simple association and straightforward analysis predominantly in quantitative research. Struwig & Stead (2001) stated that questions put in questionnaires principally come through a review of the literature on the area under discussion.

7.3 Research Instrument

The questionnaire survey method used in relevance to the study. As such, a questionnaire developed to assess the relationship and impact (Sarker et al., 2012). Primary data collected through a structured questionnaire. Total of 25 items under service marketing mix elements, 10 items on demographic characteristics of the respondents and 6 items on tourists' satisfaction are covered in the questionnaire. The survey conducted from November 2016 to March 2017.

7.4 Measurement scale of Dependent and Independent Variables

Likert Five-point scale used to measure the independent and dependent variables. Each statement in the questionnaire was measured by 5= Completely Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2= disagree, 1 = Completely disagree.

8. Analysis and Interpretation

Data analysis is a process that aims to describe facts, identify patterns, develop explanations and test hypothesis. Data analyzed using various methods such as content analysis, theoretical sampling, thematic analysis, grounded theory etc. SPSS 20.0 used to analyze this data. The following statistical techniques applied to analyze the data:

Cronbach's alpha (Table 1: Reliability Test)

Descriptive statistics (Table 2, 2 AND 4)

Linear regression (Table 5)

8.1 Reliability Test

Cronbach's coefficient alpha used to analyze the internal uniformity of variables. Generally, alpha value 0.60 is acceptable. When Cronbach's alpha value is more than 0.70 which representing higher internal consistency. When the value is less than 0.35, the data is considered as a lack of reliability and should be eliminated (Nunnally, 1978; Guilford, 1965). We found that Cronbach's alpha value is greater than 0.70 or equal to .60 in this study, which indicate that the questionnaire used in this study had strong internal reliability (Table 1).

Table 1. Reliability test

Factors	Factor loading value	Cronbach's Alpha (α)
Factor 1: Product		.734
Safety & Security	.376	
Transportation	.645	
Cleanliness	.645	
Historical attractions	.500	
Accommodation	.731	
Food	.675	
Shopping	.747	
Factor 2: Price		.729
Food cost	.805	
Ticket cost	.743	
Staying cost	.865	
Factor 3: Place or distribution		.700
Information availability	.494	
Service providers	.528	
Convenient	.582	
Factor 4: Promotion		.600
Promotional message	.629	
Leaflets & brochure	.675	
Social media	.388	
Factor 5: People		.701
Friendly staff	.714	
The staff puts a priority on tourists	.754	
Factor 6: Process		.644
Easy planning to visit	.461	
Tickets processing	.664	
Booking through medium	.744	
Factor 7: Physical Evidence		.742
Promised services	.788	
Knowledge & Experience	.618	
Support services	.792	
Opportunity for rest	.750	
Factor 8: Overall satisfaction		.960
Enjoyable experience	.826	
Satisfied with this destination	.909	
Intention to revisit	.920	

Exceeded expectations	.944
Overall staying	.954
Recommend to others	.919

8.2 Descriptive Statistics

Table 2. Tourists socio-demographic characteristics (n=250)

Gender	Male	52.0%	Arriving	By car	24.0%
	female	48.0%		By bus	60.0%
Age	Below 20	42.0%	Medium	By train	8.0%
	20-35	42.0%		Others	8.0%
	Above 35	16.0%		Known by oneself	24.4%
Occupation	Student	68.0%	First visit	The internet	16.0%
	Service holder	16.0%		Yes	44.0%
	Business	8.0%		0-1 day	68.0%
	others	8.0%		1-2 days	16.0%
Nationality	Bangladeshi	98.0%	Duration of staying	More than 2 days	16.0%
	Non Bangladeshi	2.0%		Reason for visiting	Fun and relaxation
Income	Below 15000	68.0%	Duration of staying		Visiting friends and relatives
	15000-30000	16.0%		Others	8.0%
	Above 30000	16%			

Table 3. Mean value of 7P'S of service marketing mix

Category	Mean
Product	4.13
Price	4.03
Place or distribution	4.02
Promotion or communication	3.94
People	4.12
Process	4.22
Physical evidence	4.13
Overall satisfaction	3.84

Table 4. Overall satisfaction

	Mean	Agreed	Strongly agreed
Enjoyable experience	4.280	52.4 %	6.0%
Satisfied tourists	3.920	61.6%	20.0%
Intention to revisit	3.7760	58.4%	15.6%
Exceeded expectations	3.7040	60.4%	13.6%
Valuable staying	3.7560	64.0%	13.6%
Recommended to others	3.8120	61.2%	15.2%

Among two hundred and fifty respondents, 52.4% of them really had an enjoyable experience that 61.6% were satisfied and 58.4% would like to revisit and 61.6% agreed to recommend about the destination to others. As 60.0% responded that, it exceeded their expectations. 64.0% were agreed that their staying valuable in order to visit Ahsan Manzil and 61.2% like to recommend it to others.

8.3 Regression Analysis

The multiple regression analysis is a key measurement of the mathematical relationship between the dependent and multiple independent variables of the study. As the study, intended to examine the impact of the service marketing mix on tourist satisfaction thus the level of impact on tourist satisfaction by the service marketing mix is tested through regression analysis (Table-V).

Table 5. Regression Analysis

Predictors	Model Summary				ANOVA		Coefficients	
	R	R Square	Adjusted R Square	Std. Error of the estimate	F	Sig.	Beta	t
Product (X ₁)	.823	.677	.667	.43492	72.371	.000	1.432	-5.010
Price (X ₂)	.854	.730	.727	.39282	221.816	.000	.614	-3.292
Place (X ₃)	.852	.726	.723	.37571	217.205	.000	.624	-3.439
Promotion(X ₄)	.098	.010	-.002	.54763	.802	.494	-2.802	4.390
People (X ₅)	.743	.552	.548	.45017	152.205	.000	.427	2.048
Process (X ₆)	.666	.443	.437	.42948	65.344	.000	.168	-.505
Physical evidence (X ₇)	.806	.649	.643	.41257	113.241	.000	.306	-1.249

In predictor one, the R =.823, so there is a strong positive relationship between Product (X₁) and Tourists satisfaction (Y). R Square=.677 signifies the proportion of the total variation in Y that is accounted for by the variation in X₁. R squared measures the strength of association. Adjusted R Square = .667 for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And F = 72.371, Sig = .000 explains the model’s goodness of fit which is satisfactory. Tourist’s satisfaction and product mix or the bundle of the offer (shopping, historic attraction, safety, food, cleanliness, reachable or transportation, accommodation) have a significant relationship.

In predictor two, the R =.854, so there is a strong positive relationship between Price (X₂) and Tourists satisfaction (Y). R²=.730 signifies the proportion of the total variation in Y that is accounted for the variation in X₂. R squared measures the strength of association. Adjusted R² = .727 for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And F = 221.816, Sig = .000 explains the model’s goodness of fit which is satisfactory. Tourist’s satisfaction will increase with the reasonable Prices of the product (staying cost, ticket cost, food price) that is a bundle of an offer for tourists visiting Ahsan Manzil.

In predictor three, R =.852, so there is a strong positive relationship between distribution or Place (X₃) and Tourists satisfaction (Y). R²=.726, it signifies the proportion of the total variation in Y that is accounted for by the variation in X₃. The strength of association measured by R². Adjusted R² = .723 for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And F = 217.205, Sig = .000 explains the model’s goodness of fit which is satisfactory. Tourist’s satisfaction will increase with the appropriate of the distribution of the services (convenient, information availability, service provider’s performance) for tourists visiting Ahsan Manzil.

In predictor Four, R =.098 so there is a very poor relationship between Communication or Promotion (X₄) and Tourists satisfaction (Y). R²= .010, it signifies the proportion of the total variation in Y that is accounted for by the variation in X₄. The strength of association measured by R². Adjusted R² = - .002 for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And F = .802, Sig = .494 explains the model’s goodness of fit which is not satisfactory. Tourist’s satisfaction and promotion (social media, leaflets brochure, attractive message) do not have a significant relationship.

In predictor Five, R =.743 so, there is a significant positive relationship between people (X₅) and Tourists satisfaction (Y). R²= .552, it signifies the proportion of the total variation in Y that is accounted for by the variation in X₅. The strength of association measured by R². Adjusted R² = .548 for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And F = 152.205, Sig = .000 explains the model’s goodness of fit which is satisfactory. Tourist’s satisfaction and people (guest priority, friendly staff) have a significant

relationship.

In predictor Six, $R = .666$ so there is a significant relationship between Process (X_6) and Tourists satisfaction (Y). $R^2 = .443$, it signifies the proportion of the total variation in Y that is accounted for by the variation in X_6 . The strength of association measured by R^2 . Adjusted $R^2 = .437$ for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And $F = 65.344$, $Sig = .000$ explains the model's goodness of fit which is satisfactory. Tourist's satisfaction and process or service delivery system (booking visit time, easy planning, ticket processing) are positively related to each other.

In predictor Seven, $R = .806$ so there is a significant positive relationship between physical evidence (X_7) and Tourists satisfaction (Y). $R^2 = .649$, it signifies the proportion of the total variation in Y that is accounted for by the variation in X_7 . The strength of association measured by the value of R^2 . Adjusted $R^2 = .643$ for the number of independent variables and the sample size to find out additional independent variables with a small number of sample size how much will contribute to explain the relationship. And $F = 113.241$, $Sig = .000$ explains the model's goodness of fit which is satisfactory. Tourist's satisfaction and Physical evidence of tourism service (opportunity of rest, knowledge experience, promised services, support services) positively related to each other.

8.3.1 Decision on Hypotheses

Hypothesize	Decisions
H ₁ : Product is positively associated with Tourists' Satisfaction.	Accepted
H ₂ : Price is positively associated with Tourists' Satisfaction.	Accepted
H ₃ : Place is positively associated with Tourists' Satisfaction.	Accepted
H ₄ : Promotion is positively associated with Tourists' Satisfaction.	Rejected
H ₅ : People is positively associated with Tourists' Satisfaction.	Accepted
H ₆ : Process is positively associated with Tourists' Satisfaction.	Accepted
H ₇ : Physical Evidence is positively associated with Tourists' Satisfaction.	Accepted

9. Discussion on Findings

It observed that there is a very poor correlation with promotion and the regression coefficients are in rejection point. The result exhibits unsatisfactory promotional activities by the Ahsan Manzil authority towards the tourists. Therefore, the promotion has no positive impacts on tourists' satisfaction. On the other hand, remaining six elements of 7Ps such as product, price, place, people, process and physical evidence have significant positive impacts on tourists' satisfaction. The findings further underpin the preferential impacts of six variable of the study where 'price' has the most significant impacts with tourists' satisfaction and the 'Place' is the second most. The third most influencing variable is "product package" and the fourth most influencing variable is 'Physical evidence' that tourists experience when getting the service. The fifth most influencing variable is 'people' and the variable "process" has a positive impact on tourists' satisfaction. Finally, the mean score of the tourists' satisfaction is explained overall satisfaction through descriptive statistics. So the linear relation can explain as

$$TS = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + e$$

Tourist Satisfaction (Y) = $\alpha + (1.432) * X_1 + (.614) * X_2 + (.624) * X_3 + (-2.802) * X_4 + (.427) * X_5 + (.168) * X_6 + (.306) * X_7 + e$ and the equation disseminates that Tourist Satisfaction is the function of Product, Price, Place, Promotion, People, Process and Physical Evidence.

10. Conclusion and Recommendations

This is a theory testing study that measured tourist satisfaction and its linkage with service marketing mix. Interviews through questionnaire conducted with 250 tourists visiting this area. Satisfaction ratings for the Ahsan Manzil were high (58.4%) as tourists willing to rehear visitors. The satisfied tourists not only will revisit the place, but also will recommend others to visit (61.2%). Simultaneously the increasing trend of satisfaction will reduce the degree of complaints. On the other hand, tourist satisfaction will not achieve unless the tourists feel that the quality of services received is greater than the money they paid. Accordingly a conceptual model has been developed to explain the relationships among variables as an important outcome of this research. However, it attempted to examine the consequence of satisfaction and dissatisfaction to the tourist industry as well as to the policymakers. We concluded that except promotion all of the variables have a significant effect on tourists' satisfaction. As such, the initiative should be taken to improve the promotional activities to maximize tourist

satisfaction

10.1 Recommendations for policy contribution

Tourism is a quite new and growing field of development that can definitely contribute to excel socioeconomic stands of Bangladesh. Ahsan Manzil is one of the perspective windows. The policymakers of the country need more concentration to understand how to make this destination more attractive and pleasing towards the tourists of home and aboard. Based on our research some recommendations can present as follows. In turn, the recommendations may contribute to keep pace with the current challenges and mediate effects on tourist’s overall satisfaction.

- As most of the tourist or visitors are students who visit this place during December to the middle of March, the authority needs to offer special discounts on tickets to family visitors’ and students.
- In this study, it is shown that promotion or communication activities of this tourists’ destination are comparative less attractive than any other destination. Therefore, the authority should publish brochures during the peak period.
- Proper management such as parking facilities. Cleanliness, inbound and outbound Traffic system, separate security force for safety and security to improve.
- The authority may develop a website for promoting virtually.
- The processing of collecting tickets needed to make smooth with trained staff. However online ticketing may be a good choice.
- The historical significance of the destination needed to describe in details in Bangla and English at the premise.
- Digital marketing would be an effective promotional tool. The authority can develop a community to contribute to Google maps, street view for International and local visitors.
- A library may be set up for tourists and those need to be guided by experience people.
- The authority may design their promotional offers based on peak and off-peak season (November to March, April to October).
- The authority may provide some training facilities to create Tourist Guide and Local translator
- Introducing entry discount for the student.

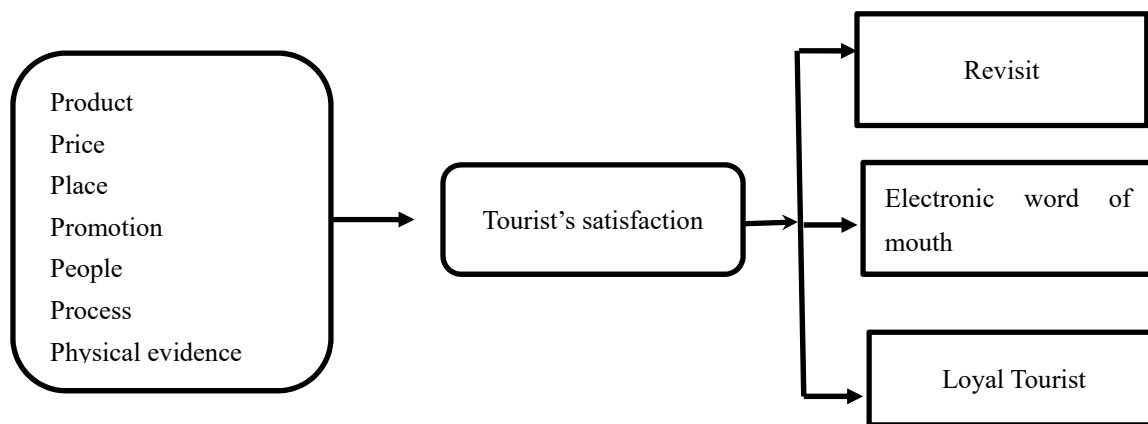


Figure 2. Developed Model for Post Purchase Tourist Behavior

11. Limitations and Future Research

The present study has suffered some limitations. The first limitation of this study is the time and cost of collecting data. It is because of types, education level of visitors. The second limitation is that the sample size could be higher to make it more representative. The third limitation is some respondents were reluctant to give their opinion and some of the respondents were not even willing to spend a few minutes to respond accurately. In this research, we would like to consider the impact of marketing mix elements on tourists’ satisfaction. However, this study would be more representative if worked on a few factors of seven P’S service marketing mix. The relationship of the variables could modify and can do with other advanced statistical techniques.

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