

NGHIÊN CỨU Ý ĐỊNH QUAY TRỞ LẠI THAM QUAN VỊNH HẠ LONG THÔNG QUA VIỆC MỞ RỘNG LÝ THUYẾT HÀNH VI CÓ KẾ HOẠCH

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TÓM TẮT

Nghiên cứu này nhằm mục đích tìm hiểu các yếu tố ảnh hưởng đến ý định quay trở lại vịnh Hạ Long của người Việt Nam. Mô hình đề xuất của nghiên cứu dựa trên lý thuyết về hành vi có kế hoạch (TPB) và mở rộng nó với các biến bổ sung, bao gồm chất lượng dịch vụ, giá trị và rủi ro được cảm nhận. Nghiên cứu này áp dụng phương pháp cắt ngang để thu thập dữ liệu. Dữ liệu được thu thập bằng cách thực hiện bảng câu hỏi khảo sát thực địa trên 406 người và được phân tích bằng phần mềm SPSS 20.0. Kết quả nghiên cứu cho thấy giá trị cảm nhận, chất lượng dịch vụ cảm nhận, thái độ, chuẩn mực chủ quan và kiểm soát hành vi cảm nhận ảnh hưởng đáng kể đến ý định quay trở lại của du khách. Ngược lại, nhận thức rủi ro ảnh hưởng tiêu cực đến ý định quay lại vịnh Hạ Long của người dân. Kết quả nghiên cứu là cơ sở giúp các nhà quản lý, doanh nghiệp du lịch xây dựng chiến lược phù hợp nhằm thu hút du khách quay trở lại tham quan vịnh Hạ Long.

Từ khóa: du lịch, lý thuyết hành vi có kế hoạch, vịnh Hạ Long, ý định quay lại.

UNDERSTANDING THE INTENTION TO REVISIT HA LONG BAY BY EXPANDING THE THEORY OF PLANNED BEHAVIOUR

ABSTRACT

This study aims to explore the factors influencing Vietnamese people's intention to revisit Ha Long Bay. The proposed model of this study is based on the theory of planned behavior (TPB) and extends it with additional variables, including perceived service quality, value, and risk. The study applied a cross-sectional approach to data collection. Data were collected by conducting a field survey questionnaire on 406 respondents, and the data obtained from the survey were analyzed using SPSS 20.0 software. Research results show that perceived value, perceived service quality, attitude, subjective norms, and perceived behavior control significantly influence tourists' intention to return. In contrast, perceived risk negatively affects people's intention to return to Ha Long Bay. The research results are the foundation to help tourism managers and businesses develop appropriate strategies to attract tourists to revisit Ha Long Bay.

Keywords: Ha Long Bay, revisiting intention, theory of planned behavior, tourism.

1. INTRODUCTION

In recent years, tourism has come to be known as the fastest-growing industry in all countries and the most essential basis for generating wealth, jobs, and income (Abbasi et al., 2021). Over the years, the tourism industry has seen exponential growth and diversification and has developed into one of the fastest-emerging economic sectors in the world (Alam & Paramati, 2016). Recently, many tourism activities are increasingly being expanded and upgraded, including the exploration and creation of more and more attractive tourist attractions. This increase is a significant driving force that helps tourism become a solid foundation for promoting socio-economic development (Beerli-Palacio & Martín-Santana, 2018).

One of the critical issues in tourism development is understanding tourist behavior. Tourist destinations are not only interested in attracting new tourists but also in enhancing tourist loyalty. Tourists' return intention is considered an essential factor for the development and survival of tourism businesses in tourist destinations (Ngoc & Trinh, 2015). The more tourists intend to return to a tourist destination they have visited, the more that local tourism business develops. Promoting tourist return behavior brings many benefits to tourism businesses and communities surrounding that destination for several reasons: Firstly, tourists visit many times, which helps reduce marketing and promotion costs (Loi et al., 2017); secondly, it contributes to the profitability and authenticity of the tourism business (Alves et al., 2019) and thirdly, it is considered crucial to destination marketing success (Beerli-Palacio & Martín-Santana, 2018).

Furthermore, the costs associated with attracting and retaining repeat visitors are significantly lower than attracting first-time visitors (Abbasi et al., 2021). Therefore, reducing marketing and promotion costs by creating positive tourist attitudes and repeat visits can achieve a competitive cost advantage, which can be the key to successful

destination marketing (Beerli-Palacio & Martín-Santana, 2018). Since the tourism industry is service-oriented, it is greatly influenced by the quality of tourists' experiences and their evaluation of the services and facilities provided (Abdul Gani et al., 2019).

Travel decision-making, a very complex process, is influenced by many factors. The theory of planned behavior (TPB) of Ajzen (1991) explains tourists' decision-making behavior quite well, including psychological (attitudes), social (subjective norms), and perceived behavioral control factors. Many researchers have applied the theory of planned behavior to predict and understand tourists' intentions to participate in various leisure-related activities. Most of them have demonstrated that the theory of planned behavior can be used in predicting and explaining participation behavior in diverse leisure activities. Many studies have used the theory of planned behavior as the basis for their research model. However, according to Abbasi et al. (2021), researchers should expand this theoretical model to increase the model's predictive ability. In addition, according to Ajzen (1991), the theory of planned behavior can be expanded and built with additional variables to better explain the relationship between attitudes and behavior. Many studies have also found several other antecedents to significantly influence tourists' intention to choose/revisit a destination, such as the destination's image, experience, and word of mouth (Fiona et al., 2022; Loi et al., 2017; Soliman, 2021).

Additionally, choosing a tourism destination is inevitably a complex, risky, and ambiguous process (Soliman, 2021). Tourists must then find effective ways to minimize risk when choosing their destination (Hsieh et al., 2016). The researchers also noted that the theory of planned behavior (TPB) excludes the individual's perception of risk, which in recent years has become an indispensable factor in planning related to tourism of either local or international destinations (Hsieh et al., 2016).

Previously published literature in the tourism field has empirically demonstrated perceived service quality, perceived value, perceived risk, subjective norms, and perceived behavioral control as critical factors determining tourist attitudes, and the likelihood of returning to a destination remains largely unexplored. The Theory of Planned Behavior (Ajzen, 1991) will be expanded to fill this gap. This extension could strengthen our understanding of framework theory mechanisms and enhance the predictability of human intentions/behaviors in a specific domain (Ajzen, 1991), such as tourism. Additionally, knowledge from this proposed research allows businesses to align and allocate resources to specific factors that drive tourists' revisit intentions. TPB is a psychological theory that sheds light on the psychological phenomena of human behavioral intentions (Ajzen, 1991).

Ha Long Bay is a unique tourism resource with many outstanding international values associated with historical and cultural values of Vietnamese people. Despite having many beautiful and historically valuable tourist destinations, Ha Long tourism industry has not yet been developed and recognized for its true values. According to the management board of the Environmentally and Socially Responsible Tourism Capacity Development Program (EU Project), for more than 90% of international tourists coming to Vietnam for the first time and the average length of stay in famous Vietnamese destinations such as Da Nang and Hoi An is 4.5 nights, longer than in Sapa and Ha Long (1.5 – 2 nights). Ha Long Bay is a natural wonder of the world, the number of visitors traveling to the destination every year is extremely large, but the return rate is not high, and the length of stay is short. Therefore, research on factors affecting tourists' return behavior to Ha Long Bay is necessary.

For the reasons above, the present study aims to (a) develop a model that provides a more comprehensive understanding of tourists' revisit intentions by extending the original TPB framework; (b) examine the influence of attitudes, subjective norms,

perceived behavioral control, perceived value, perceived risk, and perceived service quality on tourists' intention to return to Ha Long Bay.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. The Theory of Planned Behavior (TPB)

Ajzen's Theory of Planned Behavior (TPB) was developed and improved from Ajzen & Fishbein's Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1977). Both theories are frameworks for understanding an individual's behavior (Ajzen, 1991). While TRA focuses on attitudes and subjective norms as predictors of behavioral intentions, TPB considers perceived behavioral control as an additional predictor (Madden et al., 1992). TPB is considered one of the most critical theories in social psychology research to predict human behavior. According to TPB, three factors that influence behavioral intention are:

(1) "Attitude toward behavior" is the degree of positive or negative evaluation of an individual towards performing a behavior. Attitudes are often formed by an individual's beliefs about the consequences of engaging in a behavior as well as the results of that behavior.

(2) "Subjective norms" are social pressures on individuals that lead to behavior. Subjective norms come from the expectations of people around (relatives, colleagues, friends,...) for an individual to comply with specific standards and the individual's motivation to comply with certain standards to meet the expectations of those around.

(3) "Perceived behavioral control" is an individual's perception of the ease or difficulty of performing a specific behavior; this depends on the available resources and opportunities to perform the behavior.

According to TPB, a person's attitude toward a behavior, prevailing subjective norms, and perceptions of behavioral control factors, all influence the intention to perform a given behavior – an individual's determination (Ajzen, 1991).

2.2. Hypothesis development

2.2.1. Attitude and revisiting intention

Based on the TPB, attitude is defined as an individual's favorable or unfavorable feelings regarding the consequences of a behavior (Bianchi et al., 2017). Individuals may have varying degrees of positive or negative attitudes toward performing a behavior. A positive attitude toward a behavior has a positive relationship with the intention to perform that behavior, and a negative attitude toward a behavior has a negative relationship with the intention to perform that behavior (Ajzen, 1991). Attitudes toward a travel destination are often perceived through a set of attributes about that destination, such as excitement or fear, and are similar in many ways to the destination image (Stylos et al., 2017). Generally, the more favorable the attitude is toward the behavior, the stronger the individual's intention to perform that behavior (Ajzen, 1991). In our case, the target behavior is the intention to travel, and the attitude is toward visiting Ha Long Bay.

Attitudes are measured as a function of salient beliefs formed by secondary information, inferential processes, or observation (Abbasi et al., 2021). In the context of tourism and travel, many studies find a significant positive relationship between attitudes toward visiting a destination (Hasan et al., 2020). Therefore, we formulate the following hypothesis:

H1. Attitude positively affects revisit intention.

2.2.2. Subjective norms and revisit intentions

Based on the TPB model, the subjective norm is another factor influencing behavioral intention. Subjective norms refer to an individual's perception of social pressure from his/her important people to engage in or not engage in a behavior (Bianchi et al., 2017). One component of subjective norms is normative beliefs or an individual's perception of the importance of others' opinions about that individual's performance.

TPB sees social pressure as becoming more important as the motivation to comply with that pressure is more significant (Zhao et al., 2022). The role of subjective norms as a determinant of intention has been well documented in situations where actual behavior entails tangible and beneficial consequences for the consumer (Taylor & Todd, 1995). Subjective norms are a function of an individual's perception of how referents (e.g., coworkers, family, and friends) interpret behavior and the inspiration to observe the expectations and beliefs of these referents (Ajzen & Fishbein, 1980). This implies that individuals will feel general pressure to establish a behavior if they believe that essential referents will approve of that behavior. The role of subjective norms as a driver of behavioral intentions has been well recognized in marketing and tourism literature (Hasan et al., 2020). In the field of travel and tourism, previously published literature has empirically demonstrated that vacation choice is influenced by relatives' (family, friends, or colleagues) views of the destination. A wealth of research has shown that subjective norms are a strong predictor of travel intentions, with behaviors perceived as being positively associated with performing such behaviors that would be approved by peer groups. Behaviors viewed disapprovingly by peer groups will be negatively related to intentions to engage in (Wang & Hsu, 2010). This leads to the following hypothesis:

H2. Subjective norms positively affect revisit intention.

2.2.3. Perceived behavioral control and revisit intention

Perceived behavioral control is also considered an antecedent of intention and behavior (Ajzen, 1991), and it is defined as the perception of ease or difficulty in performing a behavior (Song et al., 2017). Perceived behavioral control represents an individual's belief that he or she can complete the behavior. Primarily, perceived behavioral control examines individuals' perceptions of how they can manage aspects that may enable

or inhibit an apparent behavior. Perceived behavioral control is a function of an individual's perception of the presence or absence of opportunities or resources to achieve a particular behavior and the awareness of the importance of those opportunities and resources to perform that behavior (Ajzen & Madden, 1986). According to TPB, the perception of behavioral control, as opposed to the actual level of behavioral control, directly impacts both the intention to perform the behavior and the actual performance of that behavior. Ajzen's view of perceived behavioral control (Ajzen, 2005) is similar to Bandura's view of perceived self-efficacy, which "involves judgments about whether a person can perform how well the necessary action can handle future situations" (Bandura, 1997). Bandura's research has demonstrated that people's behavior is strongly influenced by their confidence in their ability to perform that behavior. However, when behaviors are perceived as challenging or there are barriers to performance, perceived behavioral control becomes a more critical factor in predicting behavior. Perceived behavioral control consists of two elements: first, control beliefs, which relate to the sense of availability of skills, resources, and opportunities; and second, perceived facilitation, which involves an individual's assessment of the importance of those skills, resources, and opportunities for achieving desired outcomes. Control beliefs can be situational and individual. In the context of tourism destination selection, cognitive behavioral control is related to the tourist's perception of destination satisfaction, the opportunity to travel to that destination, and the individual's self-confidence about the ability to get there. Travel researchers have demonstrated that perceived behavioral control strongly predicts the intention to travel to various destinations (Hsieh et al., 2016). Based on the above discussion, the following hypothesis is proposed:

H3. Perceived behavioral control positively affects revisit intention.

2.2.4. *Perceived value and revisit intention*

Perceived value is a consumer's overall assessment of the comparison between what they paid for (both monetary and non-monetary) and what they received (Iniesta-Bonillo et al., 2016). Perceived value is "a consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988). Customer perceived value has been established as a strong predictor of behavioral intention in many consumer behaviors and tourist revisit intentions in tourism studies (Rodrigues et al., 2023). When consumers feel that the value they have received is superior to what they have given away, they will intend to repeat that consumption behavior. When they receive less than what they have paid, it will not be easy to entice them to use the product/service they have used again. In the tourism sector, when customers realize that what they gain from their first time visiting a destination is more valuable than what they have to pay, they will intend to visit that destination the next time. Many authors have also proven that perceived value is vital in predicting tourists' return intentions (Allameh et al., 2015). This implies that when tourists' perceived value of the travel destination is high, they are more likely to form an intention to revisit. The above discussion leads to the following hypothesis:

H4. Perceived value positively affects revisit intention.

2.2.5. *Perceived risk and revisit intention*

Risk is the possibility of injury or loss. Perceived risk is defined as a potential tourist's perception of uncertain adverse outcomes that may occur when traveling (Tseng & Wang, 2016). Perceived risk increases as the level of suspicion increases. In tourism activities, customers have many concerns, and they often feel at risk of these uncertainties in their travel behavior. Tourists are often concerned about hygiene, transportation, culture, security, and language when traveling. Travelers know the risks associated with these uncertainties

before embarking on a trip. Existing literature has demonstrated that when tourists know the risks associated with any tourist destination, it will negatively affect their intention to return (Allameh et al., 2015). Therefore, this study implies that the more risks tourists perceive as being associated with a tourist destination, the less likely they are to return to that destination. Therefore, based on the above arguments, this study also hypothesizes that:

H5. Perceived risk negatively affects revisit intention.

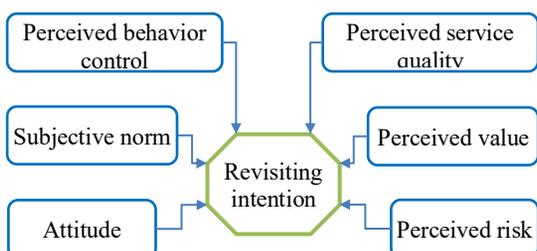
2.2.6. Perceived service quality and revisit intention

Perceived service quality is defined as the customer's assessment of the overall excellence or superiority of the service, amenities, and staff (Liu & Lee, 2016). Perceived service quality is the tourist's perception of the services provided at the destination, and the primary beneficiary is the tourist. The higher the perceived service quality, the greater the intention to use the service at that destination. Previous studies have also empirically recognized that perceived service quality is an essential antecedent of revisit intention (Allameh et al., 2015; Kim & Thapa, 2018). This implies that if tourists perceive higher quality and superior service, they will likely increase their chances of returning to the same destination. So, based on the above discussion, the following hypothesis is proposed:

H6. Perceived service quality has a positive impact on revisit intention.

2.3. Conceptual framework

From the holistic literature review, the authors proposed the following conceptual framework:



3. METHOD

This study uses quantitative research techniques to evaluate the structural relationships between research variables.

* Data collection methods:

This study used a survey research method to collect data through a self-administered survey; This is a cross-sectional technique because data were collected throughout the study period.

Data were collected from 500 residents who visited Ha Long Bay at least once, using a structured questionnaire. The questionnaire's first question is "Have you ever visited Ha Long Bay?" If the answer is "no", the interview ends, and if the answer is "yes", the interviewer continues to answer the next questions.

The questionnaire consists of 2 main parts: Part 1 is about the demographic information of the interviewees and Part 2 is about factors affecting tourists' intention to return to Ha Long Bay.

The items measuring the variables are inherited from the research of (Abbasi et al., 2021; Hsu & Huang, 2012; Zhao et al., 2022). All variables for this study were measured on a five-point scale, where 1 = strongly disagree and 5 = strongly agree.

* Data analysis method:

Data from the survey were analyzed using SPSS 20.0 software to evaluate the data using descriptive statistics, correlation, and regression analysis. Five hundred questionnaires were distributed, and 452 questionnaires were returned; however, 406 questionnaires met the requirements for inclusion in the analysis.

4. RESULTS AND DISCUSSION

4.1. Characteristics of the research sample

The survey results of 406 customers showed that 280 participants were female (accounting for 68.92%). In terms of age, the number of people between the ages of 30 and 50 participating in the survey was the most

(45.57%), followed by those aged 50 and over (accounting for 36.21%). These people have a stable income and often have a chance to travel with family and colleagues. Most survey respondents are officials, civil servants, and office workers (accounting for 45.07%), followed by business people (accounting for 25.86%).

Regarding personal income, the income level accounts for the highest percentage from 5 to less than 10 million (accounting for 45.32%), followed by 10 to 20 million (accounting for 38.42%).

Regarding the frequency of visits to Ha Long Bay, most of the respondents have been to Ha Long Bay one time (accounting for 63.8%), followed by two times (23.4%), and 12.8% is the percentage of people who have been visited Ha Long Bay for at least three times.

Table 1: Respondents' information

	Indicators	Frequency	Percentage (%)
Gender	Male	126	31.03
	Female	280	68.97
Age	Under 18	5	1.23
	From 18 to 30	69	16.7
	From 30 to 50	185	45.57
	Over 50	147	36.21
Occupation	Pupils, Students	38	9.36
	Officials, civil servants, office workers	183	45.07
	Businessmen	105	25.86
	Workers	68	16.75
	Others	12	2.96
	Monthly personal income	Less than five million VND	26
From 5 to less than 10 million VND		185	45.32
From 10 to less than 20 million VND		156	38.42
From 20 million VND		39	9.6
Frequency of visits to Ha Long Bay	One time	259	63.8
	Two times	95	23.4
	Three times or more	52	12.8

4.2. Reliability analysis

Cronbach's alpha coefficient is the most used parameter to estimate the reliability of the internal consistency of a research instrument. This study used Cronbach's alpha to test the internal consistency and reliability of the variables listed in Table 2. Cronbach's alpha values in the range of 0.70 were measured as appropriate, while the values of Cronbach's alpha in the range of less than 0.60 are considered poor (Hair Jr et al., 2009). The Cronbach's alpha value obtained in the reliability analysis exceeded the standard threshold value of 0.70 (Table 2).

The results of the second Cronbach's alpha reliability analysis (after removing the variables SN4, PBC5, PV4, PR3, and RI3 at the first run because the group's Cronbach's alpha value will be more significant when these variables are removed) are as follows:

Table 2: Results of Cronbach's alpha reliability analysis

Factors	Number of Variables	Cronbach's alpha
Attitude (AT)	4	0.864
Subjective norm (SN)	4	0.833
Perceived behavior control (PBC)	5	0.860
Perceived service quality (PSQ)	4	0.854
Perceived value (PV)	4	0.781
Perceived Risk (PR)	4	0.815
Revisiting intention (RI)	3	0.852

The Cronbach's alpha analysis results all have values greater than 0.7 and less than 0.9, so all remaining scales meet the requirements to be included in the analysis in the following steps. After testing Cronbach's alpha, variables that meet the requirements will continue to be included in exploratory factor analysis.

After an EFA analysis with 25 observed variables of 6 independent variables grouped into six factors. KMO coefficient=0.783>0.5, factor loading coefficient>0.5, consistent with the data (Table 3). The Chi-square statistic of Bartlett's test reaches a value of 4752.883 with a significance level of

Sig.=0.000, so the observed variables correlate. The total variance extracted reached 67.543%, representing factors that explain more than 50% of the variation in the data. Therefore, the derived scales are acceptable. Eigenvalue=1.795, factor loading coefficients are all >0.5.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.783
Bartlett's Test of Sphericity	Approx. Chi-Square	4752.883
	df	300
	Sig.	.000

Table 4: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704 ^a	.496	.488	.47065	.496	65.384	6	399	.000	1.674

a. Predictors: (Constant), PR, PSQ, AT, SN, PBC, PV

b. Dependent Variable: RI

Table 4 shows that the model's adjusted R^2 is 0.488 with $R^2 = 0.496$, showing that the linear regression explains 49.6% of the variance in the data (values mostly equal to 50% should be acceptable). The R-squared value is the proportion of variance in the dependent variable explained by the independent variables. Therefore, an R-squared value of 0.496 suggests that independent variables (Attitude, Subjective norm, Perceived behavior control, Perceived service quality, Perceived value, Perceived Risk) explain the variability and predict tourists' revisiting intention. However, in the case of the current

4.3. Multivariate regression analysis

Multivariate analysis examines the strength of the relationship between two or more variables. Furthermore, it shows the influence of independent variables on the dependent variable. This test is interpreted according to the value of β ; if it is significant at the significance level less than 0.05, we accept the hypothesis; otherwise, we reject it. In particular, it is a statistical tool that checks how many independent variables are related to a dependent variable. However, the model summary, coefficient table, and ANOVA table are presented below.

model summary results, the value of $R = .704$ indicates moderate predictability.

The Durbin-Watson score is 1.674 (range 1-3), assuming no first-order serial correlation exists in the model.

The ANOVA table's F value is considered to test the model's suitability. The test results show that there is a relationship between the independent variable and the dependent variable. The regression model with test $F=65.384$, $Sig.<0.05$ shows that it fits the data set and can be generalized.

Table 5: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	86.898	6	14.483	65.384	.000 ^b
	Residual	88.382	399	.222		
	Total	175.280	405			

a. Dependent Variable: RI

b. Predictors: (Constant), PR, PSQ, AT, SN, PBC, PV

Table 6: Coefficients^a

Model		Unstandardized		Standardized	t	Sig.	Collinearity	
		Coefficients		Coefficients			Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.422	.291		-1.449	.148		
	AT	.235	.039	.222	5.982	.000	.918	1.089
	SN	.154	.037	.157	4.205	.000	.910	1.099
	PBC	.132	.044	.114	2.992	.003	.874	1.144
	PSQ	.289	.038	.288	7.565	.000	.869	1.150
	PV	.409	.045	.358	9.152	.000	.827	1.210
	PR	-.089	.040	-.080	-2.233	.026	.988	1.013

a. Dependent Variable: RI

The results of Table 6 show that six variables are significant (Sig. < 0.05). Thus, comparing the multiple regression analysis with the hypotheses, six presented hypotheses are accepted. The above-unstandardized coefficients show that people's revisiting intention changes according to an independent variable (Attitude, Subjective norm, Perceived behavior control, Perceived service quality, Perceived value, Perceived Risk); the impact of the independent variable on the dependent variable is β value of attitude ($\beta = .222$; Sig. = .000), Subjective norm ($\beta = .157$; Sig. = .000), Perceived behavior control ($\beta = .114$; Sig. = .003), Perceived service quality ($\beta = .288$; Sig. = .000), Perceived value ($\beta = .358$; Sig. = .000), Perceived Risk ($\beta = -.080$; Sig. = .026). Perceived value is the important factor that has the greatest influence on people's revisiting intention, while Perceived risk has a negative relationship with revisiting intention but at an insignificant level.

The small VIF coefficient (VIF<10) shows that these independent variables are not closely related, so there is no multicollinearity phenomenon, and the relationship between the independent variables does not influence the model results.

4.4. Discussion

Based on the TPB, this study investigates tourists' revisit intention by extending the original TPB model with the inclusion of perceived service quality, value, and risk. The study's findings show that, among all the constructs used in this study, perceived value

and perceived service quality have the most substantial impact on tourists' revisit intention. Therefore, theoretically, the researchers effectively extended the original TPB by Ajzen's (Ajzen, 1991) criteria for theoretical improvement. From the perspective of overall tourist behavior, the present study is expanding and deepening existing social theory in the tourist behavior literature (Hsu & Huang, 2012). Specifically, the study contributes to a critical understanding of tourists' revisit intentions by expanding the existing TPB framework by adding perceived service quality, perceived risk, and perceived value. Very few studies have extended the TPB by adding experimental variables. The results demonstrate that all proposed hypotheses regarding direct relationships are supported, specifically as follows:

First, the results show that attitude has the third most substantial impact among the six factors on tourists' intention to return, but is the most vital impact among the three factors of TPB theory. This matches the research results of Hasan et al. (2017) and Hsieh et al. (2016), but contradicts the study of Abbasi et al. (2021). This implies that tourists must be cheerful when revisiting Ha Long Bay. In their efforts to inculcate tourists' revisit intention, destination managers must focus on developing positive attitudes. Tourism suppliers can use word-of-mouth marketing and advertising, such as filming short videos and short advertisements to post on the internet, YouTube, and television to promote and propagate. Tourists' enjoyable attitude

during the tour is a marketing strategy and content that must be promoted and spread to customers.

The remaining two factors of TPB theory, including subjective norms and perceived behavioral control, positively impact tourists' intention to return but at an insignificant level. This research result is consistent with the results of Hsieh et al. (2016) and Hasan et al. (2017). First, the relationship between subjective norms and tourists' official intentions shows that most interview participants are over 18 years old, and even though they often consult others each time they travel, these opinions only have a minimal influence on their behavioral intentions because they are wise and mature enough to make their own decisions. Therefore, subjective norms have a positive influence but not much on tourists' intention to return. Next, perceived behavioral control positively impacts the intention to return to Ha Long Bay. The results of this hypothesis are consistent with previous studies. In this study, more than 90% of respondents' income was over 5 million VND. As a result, they can afford the tickets, which confirms their intention to return. Perceived behavioral control was an involuntary determinant of revisit intention in this study. The results imply that tourists perceive few difficulties, i.e., financial difficulties, when visiting Ha Long Bay.

In addition, the research results also show that perceived value has the most significant influence on tourists' intention to return to Ha Long Bay. The results of this study are consistent with previous studies by Meng & Choi (2019) and Allameh et al. (2015). Perceived value is always in the eye of the beholder; overall assessment is based on what they feel or believe is valuable at that particular time and place compared to what is offered. In this case, money, effort, and time are used to measure the perceived value of visitors to Ha Long Bay. The perceived value is very high considering the amount of money spent on tickets. In addition to monetary value, respondents found that the benefits

they received from visiting Ha Long Bay were more than what they had to spend (both monetary and non-monetary).

Furthermore, the study also found a significant relationship between perceived service quality and tourists' revisit intention. The results show that tourists' positive perception of service quality will lead to revisiting intention. The results of this study are consistent with Kim & Thapa (2018) and Adam et al. (2015) but contradict the research results of Hasan et al. (2020). The results imply that if service quality is guaranteed, customers are satisfied with the service quality they have experienced, and the intention to return will be high. Therefore, tourism managers at destinations must focus on improving service quality to meet tourists' requirements, increasing their satisfaction and intention to return.

Furthermore, the research results show a minimal relationship between risk perception and tourists' intention to return to Ha Long Bay. This study's results differ from those of previous studies by Chen et al. (2017) and Hasan et al. (2017). These findings imply that destination-related risk factors do not influence tourists' revisit intention. Risk perception may be more meaningful to tourists when they first visit a destination, as this study focuses on tourists' revisit intentions; therefore, risk perception will have little impact on tourists' return intentions.

5. CONCLUSION AND RECOMMENDATIONS

The results of this research provide theoretical and practical contributions for service and tourism industry managers. Theoretically, it contributes in many ways. Firstly, the current study uses TPB to study the factors that promote tourists' intention to return to Ha Long Bay. To the researcher's knowledge, this study is one of the few studies that broadly examine TPB's original model to explain the factors behind tourists' revisit intention to Ha Long Bay. Previous literature on tourism in Vietnam mainly focuses on tourists' intention to visit (Anh &

Thang, 2020), but there are very few studies investigating the factors that influence revisit intention. Secondly, this study uses perceived service quality, perceived risk, and perceived value to expand the TPB and improve tourism-related knowledge. The proposed model of this empirical study includes the variables of perceived service quality, perceived value, and perceived risk of tourists when returning to a tourist destination, such as Ha Long Bay, which can shed much light on their intention to return and show the compatibility of the research sample. The inclusion of these variables would expand the current tourism literature. Thirdly, this study has some interesting results, primarily related to the antecedents of TPB, for example, the insignificant relationship between subjective norms and behavioral control. These results contradict previous studies while enhancing existing knowledge, especially in Vietnam's tourism context.

This research has implications for local and global tourism destination managers looking to reach and influence tourists' revisit intentions. To enhance competitive advantage, managers of tourist destinations and local authorities need to have sustainable tourism development strategies to increase service quality, minimize perceived risk, and increase perceived value at the same time, making customers feel that returning to the tourist destinations they have visited is the right thing to do. In particular, the findings of this study indicate that subjective norms, perceived behavioral control, and perceived risk factors were found to be insignificant in this study; this implies that other factors create demand that entice tourists to return, of which both scholars and practitioners need to be aware.

Although the study achieved its objectives, it also had some limitations. First of all, the expanded theoretical model proposed in this study only includes some potential variables that may apply to tourists' revisit intentions, for example, variables such as past experiences and word of mouth. Future researchers are also encouraged to add context-related variables to

increase the predictive power of the original TPB model. Furthermore, this study did not perform a multi-group analysis to demonstrate possible differential effects between people who visited Ha Long Bay once and multiple times, which could be considered for future studies. Additionally, because this study was cross-sectional, future researchers could use a longitudinal approach to collect data to understand the complexities associated with underestimating tourist attitudes and their subsequent behavior. Furthermore, this study adopted a convenience sampling method to collect data. Future researchers can apply the extended TPB model with other sampling techniques.

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