Factors affecting Tourist Satisfaction: An empirical study in Andhra Pradesh

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ABSTRACT
Tourism in India has enormous potential, given the country's rich cultural and historical legacy, diversity of environment, terrains, and locations of natural beauty. Similar to many other nations, tourism is a significant source of foreign currency in India. In terms of the digital tools used to plan, book, and experience a journey, India is the most technologically advanced traveller nation. India's growing middle class and increased disposable money have fueled both local and international tourist growth.

This research utilises combined primary and secondary sources of data. The basic data is collected via a questionnaire sent to tourists. Statistical tools and procedures including such factor analysis were used to analyse the gathered data.
Keywords: Service quality, SERVQUAL model,Tourist, Tourism industry, Travel Agents, Tour Operator, Factor Analysis

I.   INTRODUCTION
Tourism is among the world's greatest service industries and a significant source of employment. It's in terms of "GDP", sales and earnings from foreign exchange. It has been a significant phenomenon, fueled by religious, social, leisure, knowledge-seeking, and commercial interests, and inspired by the human need for education, new experiences, adventure, and amusement. Tourism contributes to and is a result of economic growth. Due to its cross-synergistic advantages and backward and forward linkages, it has the ability to inspire other sectors of the economy. Tourism has a multitude of advantages for both the tourist and the destination; on a big scale, it provides an excellent chance for sick businesses to generate revenue on both national and regional levels.

Satisfaction of tourists is crucial for the tourism and hospitality industries. A satisfied visitor is more like to become a devoted one, which is a key asset for any business. Recurring purchases and a good opinion of the provider are the major indicators of client loyalty. Tourism businesses with a performance culture place a premium on tourist service. A positive customer service experience consistently outperforms the customer's expectations. A research has been conducted to determine the elements that influence visitor happiness in Andhra Pradesh.

II.   LITERATURE REVIEW
Margarita Popova (2006), in his research on "Factors Contributing to Guesthouse Customer Satisfaction in Gauteng Province." The study population comprises houses in Gauteng Province. The elements that led to this were the customised service provided by the guest homes that clients prefer over other forms of available lodging. **Jae Hak Kim (2007)**, in his study "Exploring Motivation and Tourist Type: The Case of Korean Golf Tourist Visits to the Asia-Pacific". A principal components analysis has been used to discover five socio-psychological motives that are push-based and seven destination qualities that are pull-based. The findings indicated that golf tourists' socio-psychological travel reasons were not uniform. **Duduzile Lorraine Boemah (2011)**, in his paper titled "Factors Influencing the Interpretative Effectiveness of Eco Tourist Guide at South African National Parklands: An Environmental Interpretation Model." This research included both qualitative methods. The reactions of tourists and tour guides resulted in the quantitative research method via questionnaires.

Need for the study
Following a study of prior research, it is discovered that many researchers have concentrated their efforts on the management of the

tourist sector, marketing, human resource development in the tourism industry, and tourism websites. This research study focused extensively on the factors impacting visitor satisfaction in Andhra Pradesh, particularly following the state's breakup. The present study is aimed to bridge the gap between visitor satisfaction concerns and tourism and hospitality organisation strategies in Andhra Pradesh.

Objective of the study
1. To study the factors that affect tourist satisfaction in Andhra Pradesh

Research Methodology
A thorough and methodical search for relevant information is referred to as "research." The fundamental goals of study are also to uncover previously unknown truths or to build on already revealed ones.
Techniques of "Data Collection" include the following: After the data has been collected, the problem-solving process begins. The majority of these studies is based on observation. The study's data was gathered both from primary and secondary sources. Questionnaires were used to gather information. A number of 630 responses were gathered from both tourist while visiting Andhra Pradesh. Closed-ended surveys were employed.

Factor analysis
To analyse the factorial structure of the SERVQAL scale, an Analysis Of variance Analysis (EFA) was conducted using SPSS. The EFA algorithm used is the "Principle components method" with "Varimax rotation," and factors with eigen values larger than one were preserved independently.

Sphericity Test
In order to assess the adequacy of the sampling confirmatory factor analyses, the Bartlett's Test as well as the Kaiser Meyer Olkin (Kaiser - meyer - olkin) Test were utilised. Perception and Expectations in Service: Part 2 of Bartlett's Test Customer Satisfaction has a P value of 0.000. The KMO readings are all over 0.9. This shows the data inside the test are factorable.

"KMO and Bartlett's Test"		
"Kaiser-Meyer-Olkin Measure of Sampling Adequacy".		.750
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	10402.719
	"df"	105
	"Sig."	.000

According to the above table, the strength of the link between variables is high, as shown by the KMO statistic of.750, therefore the null hypothesis (Correlation equals identity matrix) for Bartlett's test is rejected, as indicated by the P-Value of.000. As a result, principal component analysis can be used.
"Communalities: Initial Vs Extraction"

"Communalities"	"Initial"	"Extraction"
"Tangibility"		
"Physical facilities of Travel and tour operators are visually appealing"	1.000	.918
"Travel and tour operators employees have a neat, professional appearance"	1.000	.810
"Communication materials in Travel and tour operators are, easy to read, informative and useful"	1.000	.834
"Reliability"		
"Travel and tour operators are sympathetic and sincere to solve problems"	1.000	.912
"Travel and tour operators are provide services at promised time"	**1.000**	**.239**
"Performing the service right at first time itself"	1.000	.876
"Responsiveness"		
"Being polite and kind especially when employees are very busy"	1.000	.917
"Easy to meet and discuss with the branch manager or tour operator"	1.000	.848
"Prompt service to customers, respond quickly and efficiently"	1.000	.910

"Assurance"		
"Travel and tour operators employees who instill confidence in customer, making customer feel safe in their transactions time"	1.000	.940
"Travel and tour operators are employees are customer always customer oriented, interested in helping customers, friendly and respectful"	1.000	.847
"Travel and tour operators are employees are consistent polite"	1.000	.827
"Empathy"		
"Providing service on holidays to resolve the customers problems"	1.000	.910
"Sincerely concerning about the problems and willing to help customers"	1.000	.847
"Provision for better complaint procedures"	1.000	.616

Extraction: On the other hand, the extraction communalities offer the final communalities, which are often fewer than the starting communalities of 1.0, and reflect the fraction of variance in the variable that is explained by components with Eigen values larger than 1.0. The variable is removed from the component analysis if its extraction communalities are smaller than .40. The second element in dependability must be eliminated since its extraction value is .239. In essence, such a variable contributes little to the advancement of component analysis. Eliminating such low extraction communality improves the factor analysis result significantly.

"KMO and Bartlett's Test"		
"Kaiser-Meyer-Olkin Measure of Sampling Adequacy".		.747
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	10261.420
	"df"	91
	"Sig."	0.000

After eliminating the fourth component with a .239 extraction, It is determined that the link between variables is strong since KMO Statistics is .747 and our null hypothesis for the Bartlett's test is rejected because the P-Value is .000. As a result, principal component analysis can be used.

"Communalities"	"Initial"	"Extraction"
"Tangibility"		
"Physical facilities of Travel and tour operators are visually appealing"	1.000	.920
"Travel and tour operators employees have a neat, professional appearance"	1.000	.805
"Communication materials in Travel and tour operators are, easy to read, informative and useful"	1.000	.832
"Reliability"		
"Travel and tour operators are sympathetic and sincere to solve problems"	1.000	.912
"Performing the service right at first time itself"	1.000	.875
"Responsiveness"		
"Being polite and kind especially when employees are very busy"	1.000	.919
"Easy to meet and discuss with the branch manager or tour operator"	1.000	.854
"Prompt service to customers, respond quickly and efficiently"	1.000	.909
"Assurance"		
"Travel and tour operators employees who instill confidence in customer, making customer feel safe in their transactions time"	1.000	.940

"Travel and tour operators are employees are customer always customer oriented, interested in helping customers, friendly and respectful"	1.000	.846
"Travel and tour operators are employees are consistent polite"	1.000	.849
"Empathy"		
"Providing service on holidays to resolve the customers problems"	1.000	.910
"Sincerely concerning about the problems and willing to help customers"	1.000	.872
"Provision for better complaint procedures"	1.000	.624

Extraction: On the other hand, the extraction communalities offer the final communalities, which are often fewer than the starting communalities of 1.0, and reflect the fraction of variance in the variable that is explained by components with Eigen values larger than 1.0. The variable is removed from the component analysis if its extraction communalities are smaller than .40. There are no factors to be eliminated.

"Total Variance"

"Total Variance"								
"Component"	**"Initial Eigenvalues"**			**"Extraction Sums of Squared Loadings"**			**"Rotation Sums of Squared Loadings"**	
	"Total"	"% of Variance"	"Cumulative %"	"Total"	"% of Variance"	"Cumulative %"	"Total"	"% of Variance"	"Cumulative %"
1	5.056	36.116	36.116	5.056	36.116	36.116	4.484	32.026	32.026
2	3.269	23.351	59.467	3.269	23.351	59.467	3.562	25.443	57.469
3	2.034	14.531	73.998	2.034	14.531	73.998	2.161	15.435	72.905
4	1.708	12.203	86.201	1.708	12.203	86.201	1.862	13.297	86.201
5	.599	4.280	90.481						
6	.440	3.143	93.624						
7	.259	1.853	95.478						
8	.156	1.113	96.591						
9	.141	1.009	97.600						
10	.126	.902	98.502						
11	.073	.519	99.021						
12	.055	.395	99.416						
13	.048	.343	99.759						
14	.034	.241	100.000						
"Source : Survey Data" "Extraction Method: Principal Component Analysis" -SPSS									

Retaining the Maximum Number of Components
For determining how many factors should be retained in a factor analysis solution, a number of rules have indeed been proposed. The following are two of most popular:
1. The eigenvalue criteria for latent roots. The Scree test is number two.

Scree Plot
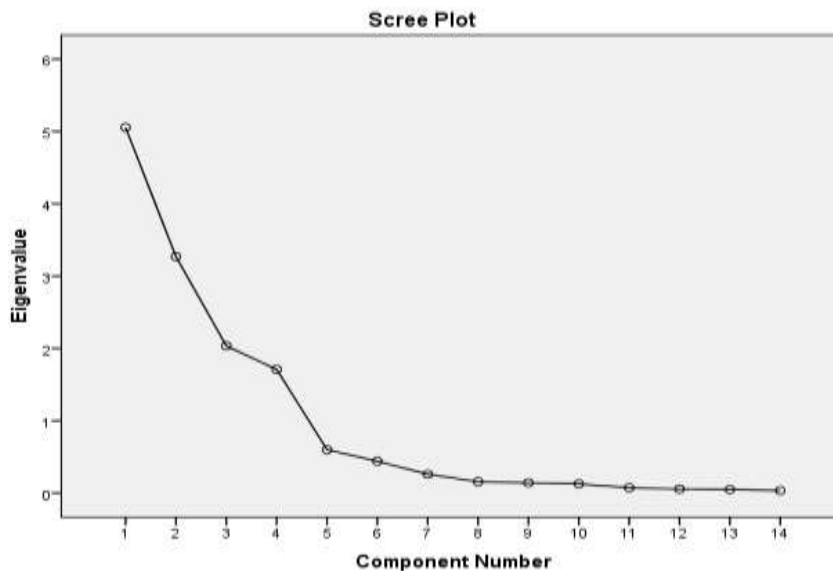
The Scree Test displays latent roots vs the number of components in their extraction roots. The size of consecutive eigenvalues decreases dramatically and eventually tends to stabilise. Maintain all eigenvalues (and hence components) throughout the steep decline before the line when they begin to level off. Consider the scree plot. Thus, according to the scree plot criteria, a four-factor solution is sufficient to represent the data.

Rotating the Constraints

Rotation is a technical term that refers to the process of tilting the axis of each component to the right in order to ease the variables' association or affinity with a single factor, therefore reducing the variables' dispersed interaction with other factors. Thus, by rotating the original factor axis in a new direction, we can facilitate factor understanding.

"**Rotated Component Matrix**"	1	2	3	4
"Physical facilities of Travel and tour operators are visually appealing"				.950
"Travel and tour operators employees have a neat, professional appearance"		.892		
"Communication materials in Travel and tour operators are, easy to read, informative and useful"	.908			
"Travel and tour operators are sympathetic and sincere to solve problems"			.916	
"Performing the service right at first time itself"	.924			
"Being polite and kind especially when employees are very busy"			.	.955
"Easy to meet and discuss with the branch manager or tour operator"		.917		
"Prompt service to customers, respond quickly and efficiently"	.948			
"Travel and tour operators employees who instill confidence in customer, making customer feel safe in their transactions time"			.939	
"Travel and tour operators are employees are customer always customer oriented, interested in helping customers, friendly and respectful"				
"Travel and tour operators are employees are				

consistent polite"				
"Providing service on holidays to resolve the customers problems"				
"Sincerely concerning about the problems and willing to help customers"				
"Provision for better complaint procedures"			.649	

Extraction Method: Principal Component Analysis .
Rotation Method: Varimax with Kaiser Normalization .

Varimax seeks to simplify factor loadings by limiting them to values close to zero or one. Varimax is a robust and straightforward approach that often improves the comprehensibility of factors, making it the most widely used orthogonal rotation scheme. In the preceding table, the Rotated Component Matrix displays the "rotated factor loadings," which are the orders of magnitude of these vertical projection, or the correlations of the factors with the new factors. When a factor is highly correlated, its loading is close to 1 or, more precisely, more than.5. We depend on that factor to aid in the interpretation and comprehension of the factor. These discovered aspects or components correspond to the four distinct dimensions through which a client evaluates his or her pleasure / discontent using a weighted average. The preceding section contains the findings of the factor analysis.

Final Solution of Factor

"Dimensions "	C1 "Promise keeping "	C2 "Professionalism"	C3 "Sympathetic and Sincere "	C4 "Physical Facilities"
	"Communication materials in Travel and tour operators are, easy to read, informative and useful"	"Travel and tour operators employees have a neat, professional appearance"	"Travel and tour operators are sympathetic and sincere to solve problems"	"Physical facilities of Travel and tour operators are visually appealing"
	"Performing the service right at first time itself"	"Easy to meet and discuss with the branch manager or tour operator"	"Travel and tour operators employees who instill confidence in customer, making customer feel safe in their transactions time"	"Being polite and kind especially when employees are very busy"
	"Prompt service to customers, respond quickly and efficiently"		"Provision for better complaint procedures"	
Eigen Values	5.056	3.269	2.034	1.708
Variance %	36.116	23.351	14.531	12.203
Cumulative	36.116	59.467	73.998	86.201

From the above table, the criteria which is highly responsible for choosing a bank are given below:
C1 = Promise Keeping
C2 = **Professionalism**
C3 = **Sympathetic and Sincere**
C4 = **Physical Facilities**

With 36.116 percent, the primary issue impacting the visitor is promise keeping. Professionalism is the second component, while Sympathy and sincerity make up the third component. The fourth aspect is physical infrastructure.

CONCLUSION

As a result of the study, one of the fifteen criteria was eliminated. Four important variables have been discovered among the fourteen, namely "Promise Keeping", "Professionalism", "Sympathetic and genuine", and "Physical facilities", all of which have a significant impact on the visitor.

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