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**ISTRAŽIVANJE UTJECAJA ZADOVOLJSTVA POSJETITELJA  
NA VJERNOST ODREĐENOJ DESTINACIJI**

**EXPLORING THE IMPACT OF VISITOR SATISFACTION  
ON LOYALTY TOWARDS A SPECIFIC DESTINATION**

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**SAŽETAK:** Prethodne studije o zadovoljstvu posjetitelja prepoznale su jasan odnos između zadovoljstva posjetitelja i vjernosti nekoj destinaciji. No ovakav zaključak je također doveden u pitanje jer većina studija o marketingu turističkih destinacija ispituje uglavnom kognitivni element zadovoljstva posjetitelja. Ova studija čini korak dalje od prethodnih jer i dalje uključuje kognitivni element, ali isto tako istražuje i afektivni element. Ispituje se utjecaj emocija na zadovoljstvo posjetitelja, nakon čega se uspoređuje prognostičku sposobnost kognitivnih elemenata i emocija. Važan zaključak studije je da je kognitivni element zadovoljstva posjetitelja, zajedno s emocijama (pozitivnim i negativnim) u pozitivnom odnosu s vjernošću turističkom odredištu. Daljnja analiza ukazuje na to da je u turizmu emocionalni element pouzdaniji pokazatelj vjernosti posjetitelja od kognitivnog elementa.

**KLJUČNE RIJEČI:** zadovoljstvo posjetitelja, vjernost odredištu, emocionalno zadovoljstvo, marketing odredišta

**SUMMARY:** Previous visitor satisfaction studies have identified a clear relationship between visitor satisfaction and destination loyalty. However, this conclusion has also been questioned, because the majority of studies on tourism destination marketing examine mainly the cognitive element of visitor satisfaction. The present study moves a step further than previous ones, because it still incorporates the cognitive element, but nevertheless investigates the affective element. The impact of emotions in visitor satisfaction is examined, after which the prognostic ability of the cognitive elements and emotions is compared. A major conclusion of the study is that the cognitive element of visitor satisfaction, together with emotions (positive and negative), yield a positive relationship with tourism destination loyalty. Further analysis indicates that, in tourism, the emotional element is a more reliable indicator of visitor loyalty than the cognitive element.

**KEYWORDS:** visitor satisfaction, destination loyalty, emotional satisfaction, destination marketing

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## 1. UVOD

Na prvi pogled, može se učiniti nepotrebno proučavati odnos između zadovoljstva klijenata i vjernosti klijenata u turizmu, s obzirom na to da su mnoge studije potvrdile značajan pozitivan odnos između ove dvije varijable (Colgate i Stewart, 1998.; Hocutt, 1998.; Baker i Crompton, 2000). No mnoge od ovih studija o odnosu zadovoljstva i vjernosti provedene su kada je razvoj pojma zadovoljstva bio u ranoj fazi, a zadovoljstvo klijenta se još smatralo "nejasnim pojmom" (Rosen i Surprenant, 1998; Abd El Jalil, 2010). U novije vrijeme znanstvenici napominju da je neprimjereno ignorirati emocionalnu komponentu zadovoljstva, tako da se pouzdanost otkrića iz prethodnih studija dovodi u pitanje (Liljander i Strandvik, 1997; Wirtz i Bateson, 1999; Kandampully i Suhartanto, 2003; Chiou i Droge, 2008; Hsu i sur., 2009). Uslijed toga, ovaj članak istražuje ulogu emocija u zadovoljstvu posjetitelja u turističkoj industriji i ponovno provjerava odnos zadovoljstva i vjernosti, uključujući emocionalnu komponentu.

## 2. PREGLED LITERATURE

Znanstvenici u području usluga u početku su pokušali smanjiti zbrku oko zadovoljstva klijenata i kvalitete usluga određujući ima li među njima stvarne razlike i istražujući što prethodi čemu (Cronin i Taylor, 1992; Oliver, 1993; Bowden, 2009). Oliver (1993) razlikuje ova dva pojma sugerirajući kako zadovoljstvo povlači za sobom "moguće sve istaknute dimenzije", zahtijevajući ovisnost o iskustvu i uključujući emocije. Oliver okreće prijašnju koncepciju da zadovoljstvo prethodi kvaliteti i tvrdi nešto obrnuto, da kvaliteta prethodi zadovoljstvu. Spreng i Mackoy (1996) dalje su to provjeravali i potvrdili Oliverov konceptualni model. U novije vrijeme zadovoljstvo klijenata rašireno se prihvaća kao pojam ra-

## 1. INTRODUCTION

At first glance, it may seem unnecessary to study the relationship between customer satisfaction and customer loyalty in the tourism industry, given that many studies have confirmed a significant positive relationship between these two variables (Colgate and Stewart, 1998; Hocutt, 1998; Baker & Crompton, 2000). However, many of these satisfaction-loyalty relationship studies were conducted when the development of the satisfaction construct was at an early stage, and customer satisfaction was still considered an "elusive construct" (Rosen and Surprenant, 1998; Abd El Jalil, 2010). More recently, scholars have commented that it is inappropriate to ignore the emotional component of satisfaction, so that the reliability of the findings from previous studies are being called into question (Liljander and Strandvik, 1997; Wirtz and Bateson, 1999; Kandampully & Suhartanto, 2003; Chiou & Droge, 2008; Hsu et al., 2009). Consequently, this paper explores the role of emotions in visitor satisfaction in the tourism and re-tests the satisfaction-loyalty relationship, including the emotional component.

## 2. LITERATURE REVIEW

Services researchers originally attempted to reduce the confusion over customer satisfaction and service quality, by determining whether there is any real distinction between them, and by exploring the antecedents (Cronin and Taylor, 1992; Oliver, 1993; Bowden, 2009). Oliver (1993) distinguishes between the two constructs by suggesting that satisfaction entails "potentially all salient dimensions", requiring experience-dependency and involving emotions. Oliver reverses the previous notion that satisfaction is the antecedent of quality and claims that the converse, that quality is the antecedent of satisfaction. Spreng and Mackoy (1996) further tested and

zličiti od kvalitete usluge, a naglasak je stavljen na proučavanje odnosa među njima (Taylor i Baker, 1994; Bigné i sur., 2005; Henthorne i sur., 2010).

Prije nego što nastavimo dalje, nužno je raspraviti izraze *zadovoljstvo* i *vjernost* te ih objasniti u kontekstu ove studije. Pozivajući se na rad vodećih istraživača u području usluga (uključujući usluge i turizam) tijekom više od 20 godina, Roest i Pieters (1997) razvili su nomološku mrežu kako bi razlikovali kvalitetu usluge od zadovoljstva klijenta. Definirali su zadovoljstvo kao relativan pojam koji uključuje i kognitivne i afektivne sastavnice, odnosi se na potrošača (a ne na proizvod), uglavnom je transakcijski i uključuje procjenu kako dobrih strana, tako i gubitaka. Roest i Pieters također su ustanovili da "*...konačno, zadovoljstvo može utjecati na stav prema proizvodu, koje se može smatrati agregiranim, ali ne relativističkim pojmom koji podrazumijeva spremnost na djelovanje*" (1997: 345). Trebalo bi uočiti razliku između transakcijski specifičnog i ukupnog zadovoljstva pa je za potrebe ove studije odlučeno prihvatiti širu definiciju zadovoljstva tako da je ukupna mjera zbroj sveg prijašnjeg transakcijski specifičnog zadovoljstva koje uključuje i kognitivnu i afektivnu sastavnicu. Ukupna mjera pokazala se boljim predviđateljem namjera ponovne kupnje (Jones i Suh, 2000; Sigala, 2001; del Bosque i Martín, 2008).

Vjernost se tumači kao istinska vjernost, a ne ponašanje ponavljane kupnje, što je zapravo ponovno kupovanje neke marke ili ponovno posjećivanje turističkog odredišta, bez obzira na odanost (Bloemer i Kasper, 1995; Christou, 2003; Dodds i Buttler, 2010). Istinska vjernost obuhvaća neslužajnu reakciju ponašanja koja je posljedica evaluacijskih procesa koji dovode do ponovnog posjeta nekom turističkom odredištu. No vjernost je višedimenzionalni pojam i uključuje pozitivne i negativne reakcije (Zeithaml i sur., 1996). U ovoj studiji, vjernost se odnosi na turističko odredište i

confirmed Oliver's conceptual model. Lately, customer satisfaction has been commonly accepted as a distinct construct from service quality and the emphasis has been on studying the relationships between them (Taylor and Baker, 1994; Bigné et al., 2005; Henthorne et al., 2010).

Before proceeding further, it is necessary to discuss the terms *satisfaction* and *loyalty* and to define them in the context of the present study. Drawing on the work of leading researchers in the services field (including services and tourism) for over 20 years, Roest and Pieters (1997) developed a nomological net to distinguish between service quality and customer satisfaction. They defined satisfaction as a relative concept that involves both cognitive and affective components, is consumer-related (rather than product-related), mainly transactional, and incorporating an appraisal of both benefits and sacrifices. Roest and Pieters also stated that "*... eventually, satisfaction may influence product attitude, which may be regarded as an aggregated but not relativistic construct involving a readiness to act*" (1997: 345). The distinction between transaction-specific and overall satisfaction should be noted, and for the needs of the present study, it was decided to adopt the broader definition of satisfaction so that the overall measure is an aggregation of all previous transaction-specific satisfaction, involving both cognitive and affective components. The overall measure has proven to be a better predictor of repurchase intentions (Jones and Suh, 2000; Sigala, 2001; del Bosque & Martín, 2008).

Loyalty is interpreted as true loyalty, rather than as repeat purchasing behavior, which is the actual re-buying of a brand or re-visiting of a tourism destination, regardless of commitment (Bloemer and Kasper, 1995; Christou, 2003; Dodds & Buttler, 2010). True loyalty encompasses a non-random, behavioral response which results from evaluation processes that result in re-visiting of a tourism destination. However, loyalty is a multi-dimensional construct and includes

stoga podrazumijeva uglavnom vjernost prema usluzi, a ne marki, kakav je slučaj u istraživanju koje se razvija u odnosu na proizvode. U usporedbi s vjerošću nazivu ili marki, studije o vjernosti prema usluzi premalo su zastupljene u literaturi (Bloemer i sur., 1999; Javalgi i Moberg, 1997; Christou, 2003; Geddie i sur., 2005). Dokazuje se kako zadovoljstvo obuhvaća i kognitivnu i emocionalnu sastavnicu (Cronin i sur., 2000). Kognitivna sastavnica odnosi se na klijentovu evaluaciju doživljenog uspjeha u smislu njegove adekvatnosti u usporedbi s nekim očekivanim kriterijima (Wirtz, 1993; Oliver, 1980; Dean i sur., 2003). Emocionalna sastavnica sastoji se od različitih emocija, poput sreće, iznenađenja i razočaranja (Cronin i sur., 2000). Važno je uočiti da je emocionalna sastavnica oblik afekta i predstavlja reakciju na ponudu ukupne turističke usluge. (White i Yu, 2005; Yuksel i sur., 2010).

U ovoj studiji emocije vezane uz potrošnju su afektivne reakcije na doživljaj niza atributa koji tvore uspjeh proizvoda ili usluge. Takve su emocije obično namjerne (tj. imaju objekt ili referencu) i razlikuju se od pojma raspoloženja, koje je generalizirano stanje izazvano nizom različitih čimbenika (Bagozzi i sur., 1999). Emocije i raspoloženje (te nazori) svi su elementi opće kategorije mentalnih osjećajnih procesa, koje se naziva "afektom" (Grönroos, 1997; Bagozzi i sur., 1999). Emocionalna sastavnica prosudbe zadovoljstva stoga je neovisna o općem afektivnom osjećaju prisutnom kod ispitanika u trenutku usluge (de Ruyter i Bloemer, 1998; Kim i sur., 2006).

### 3. PRIJEDLOZI ISTRAŽIVANJA

Uz dosljedna otkrića da su kvaliteta usluge i zadovoljstvo uslugom različiti pojmovi te da kvaliteta usluge dovodi do zadovoljstva, istraživačko zanimanje prebacilo se 1990-ih godina na povezanost između zadovoljstva posjetitelja, kvalitete usluge i

both positive and negative responses (Zeithaml *et al.*, 1996). In the present study, loyalty is to a tourism destination and therefore entails mainly service loyalty, rather than brand loyalty, as in the research developed in relation to goods. In comparison to brand loyalty, service loyalty studies are under-represented in the literature (Bloemer *et al.*, 1999; Javalgi and Moberg, 1997; Christou, 2003; Geddie *et al.*, 2005). It has been argued that satisfaction includes both cognitive and emotional components (Cronin *et al.*, 2000). The cognitive component refers to a customer's evaluation of the perceived performance in terms of its adequacy in comparison to some of expectation standards (Wirtz, 1993; Oliver, 1980; Dean *et al.*, 2003). The emotional component consists of various emotions, such as happiness, surprise and disappointment (Cronin *et al.*, 2000). It is important to note that the emotional component is a form of affect, and is a response to overall tourism service delivery (White & Yu, 2005; Yuksel *et al.*, 2010).

In the present study, consumption emotions are the affective responses to perceptions of the series of attributes that comprise product or service performance. Such emotions are usually intentional (that is, they have an object or referent) and are different to the concept of mood, which is a generalized state induced by a variety of factors (Bagozzi *et al.*, 1999). Emotions and mood (and attitudes) are all elements of a general category for mental feeling processes, referred to as "affect" (Grönroos, 1997; Bagozzi *et al.*, 1999). The emotional component of the satisfaction judgment is therefore independent of the overall affective sense present in the respondent at the time of the service (de Ruyter and Bloemer, 1998; Kim *et al.*, 2006).

### 3. RESEARCH PROPOSITIONS

With consistent findings that service quality and satisfaction are different constructs, and that service quality leads to sat-

vjernosti/zadržavanja posjetitelja. Dok se izravan odnos između zadovoljstva klijenata i njihove vjernosti pokazao složenim i asimetričnim (Oliver, 1999; Bowen, 2002; Machlouzarides, 2010), a neka istraživanja pokazala da namjere ponovne kupnje ne odgovaraju dosljedno razini zadovoljstva (Stauss i Neuhaus, 1997; Pike, 2009; Devesa i sur., 2010), cijeli niz studija daje naslutiti da postoji značajan pozitivan odnos između zadovoljstva klijenta i njegove vjernosti/zadržavanja (Cronin i sur., 2000; Hernandez-Lobato i sur., 2006). Otuda proizlazi i sljedeći prijedlog istraživanja:

*Prijedlog istraživanja 1:* Postoji značajan pozitivan odnos između zadovoljstva posjetitelja i njihove vjernosti u turističkom sektoru.

*Teorija nepotvrđivanja očekivanja* dominantan je model za mjerenje zadovoljstva klijenata (Brookes, 1995). Zadovoljstvo se određuje potvrđivanjem ili nepotvrđivanjem očekivanja u odnosu na doživljaj uspjeha različitih dimenzija usluge (Danaher i Haddrell, 1996). Višedimenzionalni model nepotvrđivanja (diskonfirmacijski model) primijenjen je u mnogim studijama o zadovoljstvu klijenata i pokazao se vrlo korisnim (Wirtz i Bateson, 1999). Kada se usporedi s drugim pristupima, njegove koristi prevagnut će nad glavnim nedostatkom, a to je njegovo pojmovno preklapanje s kvalitetoj usluge. Koristi uključuju veću pouzdanost, konvergentnu i diskriminantnu valjanost, upravljačku vrijednost i manji problem asimetrije podataka (Danaher and Haddrell, 1996; Christou i Kassianidis, 2002; Boo i sur. 2009). U odnosu na preklapanje između kvalitete usluga i zadovoljstva, višedimenzionalni model nepotvrđivanja sličan je čuvenoj skali za mjerenje kvalitete usluga SERVQUAL. S obzirom da se obje skale oslanjaju na nepotvrđivanje očekivanja, ostaje nejasno mjere li rezultati nekih prijašnjih studija zadovoljstva zadovoljstvo ili kvalitetu usluge. No ta dva pojma podrazumijevaju različite definicije očekivanja (Ze-

isfaction, research interest shifted in the 90s to the linkages between visitor satisfaction, service quality and visitor loyalty/retention. While the direct relationship between customer satisfaction and loyalty has been shown to be complex and asymmetric (Oliver, 1999; Bowen, 2002; Machlouzarides, 2010), and some research has demonstrated that repurchase intentions are not consistent with satisfaction levels (Stauss and Neuhaus, 1997; Pike, 2009; Devesa et al., 2010), a number of studies suggest that there is a significant positive relationship between customer satisfaction and loyalty/retention (Cronin, et al., 2000; Hernandez-Lobato et al., 2006). Hence, an overall research proposition is suggested as follows:

*Research proposition 1:* There is a significant positive relationship between visitor satisfaction and visitor loyalty in the tourism sector.

*Expectancy disconfirmation theory* is the dominant model for measuring customer satisfaction (Brookes, 1995). Satisfaction is determined by the confirmation or disconfirmation of expectations with respect to perceptions of the perceived performance on various service items (Danaher and Haddrell, 1996). The multi-item disconfirmation model has been applied in many customer satisfaction studies, and proven to be very useful (Wirtz and Bateson, 1999). When compared to other approaches, its benefits outweigh its main shortcoming, which is its conceptual overlap with service quality. The benefits include higher reliability, convergent and discriminant validity, managerial value and a lower skewness problem (Danaher and Haddrell, 1996; Christou & Kassianidis, 2002; Boo et al., 2009). In relation to the overlap between service quality and satisfaction, the multi-item disconfirmation model is similar to the famous service quality measurement scale, SERVQUAL. Given that both scales use the disconfirmation of expectations, it remains unclear whether the results of some previous satisfaction studies measure satisfaction or service quality. However, the two

ithaml i sur., 1993) i imaju pojmovnu razliku u tome što je zadovoljstvo pojam "ovisan o iskustvu", a kvaliteta usluga ne zahtijeva iskustvo (Oliver, 1993; Leong i Kim, 2002; Christou i Saveriades, 2010). Ako skala traži od ispitanika da ocijene svoje "doživljeno iskustvo usluge", time se navodno mjeri zadovoljstvo, a ne kvaliteta usluge (Brookes, 1995). Ova studija primjenjuje višedimenzionalnu diskonfirmacijsku skalu za mjerenje kognitivne sastavnice zadovoljstva. Mnoge prijašnje studije zadovoljstva, koje se usredotočuju na kognitivnu sastavnicu, daju naslutiti da postoji pozitivan odnos između zadovoljstva i vjernosti (Colgate i Stewart, 1998; Mittal i sur., 1998; Hui i sur., 2007), otuda se predlaže sljedeće:

*Prijedlog istraživanja 1a:* Postoji značajan pozitivan odnos između kognitivne sastavnice zadovoljstva posjetitelja i vjernosti posjetitelja u turističkom sektoru.

Usredotočavanje samo na kognitivnu sastavnicu zadovoljstva zanemaruje važan element, točnije emocije i može, stoga, biti nedovoljno za davanje sveobuhvatne slike reakcija potrošača/posjetitelja. Iako još uvijek traje rasprava o tome je li samo zadovoljstvo emocionalan pojam ili kognitivan, koji uključuje emocionalnu komponentu (Babin i Griffin, 1998; Bagozzi i sur., 1999; Sigala, 2004; Chatzigeorgiou i sur., 2009), čini se da bi emocije mogle biti među ključnim sastavnicama zadovoljstva (Dubé i Menon, 2000; Smith & Bolton, 2008). Tako se katkad sugerira da emocije mogu razlikovati zadovoljstvo klijenta od kvalitete usluge (Oliver, 1993). Osim toga, Stauss i Neuhaus (1997) daju naslutiti da je neprimjereno pretpostavljati da potrošači nužno doživljavaju iste emocije i spoznaje, čak i kad daju istu ocjenu za razinu svojeg ukupnog zadovoljstva. Stoga predlažemo da se u zadovoljstvo uključujući zasebna emocionalna komponenta, kao glavni pridonositelj afektivnom elementu. Cilj ovog istraživanja je pokazati da emocije vrše utjecaj na ponašanje. Tome je razlog ljudska narav, budući

constructs employ a different definition of expectations (Zeithaml *et al.*, 1993), and have a conceptual distinction, in that satisfaction is an "experience-dependency" construct and service quality does not require experience (Oliver, 1993; Leong & Kim, 2002; Christou & Saveriades, 2010). If the scale requests respondents to assess their "perceived service experience", it is alleged that this measures satisfaction rather than service quality (Brookes, 1995). The present study employs the multi-item disconfirmation scale to measure the cognitive component of satisfaction. Many previous satisfaction studies, which focus on the cognitive component, suggest that there is a positive relationship between satisfaction and loyalty (Colgate and Stewart, 1998; Mittal *et al.*, 1998; Hui *et al.*, 2007), hence the following is proposed:

*Research proposition 1a:* There is a significant positive relationship between the cognitive component of visitor satisfaction and visitor loyalty in the tourism sector.

Focusing only on the cognitive component of satisfaction neglects an important element, namely emotions, and may therefore be insufficient to obtain a comprehensive picture of consumer/visitor responses. Although there is still debate on whether satisfaction is itself an emotional construct, or a cognitive one which includes an emotional component (Babin and Griffin, 1998; Bagozzi *et al.*, 1999; Sigala, 2004; Chatzigeorgiou *et al.*, 2009), it appears that emotions may be one of the core components of satisfaction (Dubé and Menon, 2000; Smith & Bolton, 2008). It is thus sometimes suggested that emotions may distinguish customer satisfaction from service quality (Oliver, 1993). Furthermore, Stauss and Neuhaus (1997) suggest that it is inappropriate to assume that consumers necessarily experience the same emotions and cognitions, even when they give the same score for their overall satisfaction level. We therefore propose to include a separate emotional component in satisfac-

da čovjek reagira na neki događaj na određene načine da bi zadržao pozitivnu emociju, poput sreće, i izbjegao negativnu emociju, poput potištenosti (Wong, 2004). Točnije, pozitivne emocije neke osobe obično povezuju njegove/njezine odluke da ostane negdje ili nastavi s onime što je radio/radila. Nasuprot tomu, negativne emocije obično povezuju suprotne odluke, kao što su odlazak i prekid angažmana (Bagozzi *i sur.*, 1999). Pozitivne emocije mogu također dovesti osobu do toga da podijeli pozitivno iskustvo s drugima, dok negativne emocije mogu završiti prigovaračkim ponašanjem (Bagozzi *i sur.*, 1999; Yoon *i Uysal*, 2005). Uz potkrepljenje prijašnjih otkrića, da postoji veza između emocija i ponašanja, predlažemo sljedeće:

*Prijedlog istraživanja 1b:* U turizmu postoji značajan pozitivan odnos između afektivne sastavnice zadovoljstva posjetitelja i njihove vjernosti.

Postoji slaganje među istraživačima oko toga da je vjernost složen pojam, što je uistinu razvidno iz niza različitih gledišta korištenih za njezino proučavanje (Javalgi *i Moberg*, 1997; Sigala, 2006; Sigala, 2010). Ova gledišta uključuju bihevioralne, kognitivne i osobne ili nazorske procese, ali rane studije o vjernosti usredotočuju se uglavnom na bihevioralni kut i tek su se s vremenom pomakle prema pristupu vezanom uz osobno shvaćanje ili nazor (de Ruyter *i sur.*, 1998; Sui *& Baloglu*, 2007). Na temelju nazora, vjernost posjetitelja može se proučavati preko njezinih dimenzija, kao što su usmena predaja, prigovaračko ponašanje i namjera kupnje. No postoje i različita otkrića u odnosu na dimenzije vjernosti, čak i kad se upotrijebe iste skale vjernosti. Parasuraman *i sur.* (1994) razvili su skalu vjernosti i ustanovili da se vjernost sastoji od veza s društvom, sklonosti promjeni, spremnosti platiti više, vanjske reakcije na problem i unutrašnjih reakcija na problem. De Ruyter *i sur.* (1998) naknadno su prihvatili istu skalu, ali su ustanovili da se vjer-

tion, as the major contributor to the affective element. This research proposes that emotions exert an influence on behavior. This is due to human nature, in that one responds to an event in certain ways, so as to maintain a positive emotion, such as happiness, and to avoid a negative emotion, such as depression (Wong, 2004). Specifically, a person's positive emotions tend to link to his/her decisions to stay somewhere or to continue with what he/she has been doing. Conversely, negative emotions tend to link to the opposite decisions, such as to leave and discontinue involvement (Bagozzi *et al.*, 1999). Positive emotions may also lead one to share the positive experience with others, while negative emotions may result in complaining behavior (Bagozzi *et al.*, 1999; Yoon *& Uysal*, 2005). Supported by previous findings, that there is a connection between emotions and behavior, we propose the following:

*Research proposition 1b:* In the tourism sector, there is a significant positive relationship between the affective component of visitor satisfaction and visitor loyalty.

There is consensus among researchers that loyalty is a complex construct, which is indeed evident from the variety of perspectives used to study it (Javalgi *and Moberg*, 1997; Sigala, 2006; Sigala, 2010). These perspectives include behavioral, attitudinal and cognitive processes, but early customer loyalty studies focus mainly on the behavioral perspective and shifted only over time to an attitudinal approach (de Ruyter *et al.*, 1998; Sui *& Baloglu*, 2007). Based on the attitudinal approach, visitor loyalty can be studied via its dimensions, such as word-of-mouth, complaining behavior and purchase intention. However, there are varied findings in relation to loyalty dimensions, even when the same loyalty scales are employed. Parasuraman *et al.* (1994) developed a loyalty scale and found that loyalty consists of ties to company, the propensity to switch, willingness to pay more, external response to problem and internal responses to prob-

nost sastoji od tri dimenzije: preferencije, ravnodušnosti prema cijeni i reakcije nezadovoljstva. No ista istraživanja daju naslutiti da su ti elementi, potrebni za operacionalizaciju vjernosti, uhvaćeni u "niz bihevioralnih namjera", što su doradili Parasuraman i sur. (Zeithaml i sur., 1996). Ova studija, stoga, primjenjuje i modificira ovu skalu kako bi istražila odnos između zadovoljstva klijenta (uključujući kognitivne i emocionalne sastavnice) i vjernosti.

#### 4. METODOLOGIJA ISTRAŽIVANJA

Predmet ove studije bili su posjetitelji Rodosa, važnijeg turističkog odredišta na grčkim otocima. Za prikupljanje podataka upotrijebljena je metoda prigodnog uzorka i samostalnog popunjavanja anketa. Podatke je prikupilo četvero istraživača u lipnju, srpnju i kolovozu 2009. godine u prostoru za međunarodne odlaske zračne luke na Rodosu. Od 380 podijeljenih upitnika, dobiveno je 179 valjanih odgovora, što daje stopu odgovaranja od 47,1 posto. Većina ispitanika bila je ženskog spola (57,5 posto), a među ispitanicima je bilo 72,4 posto stranih turista i 27,6 domaćih (grčkih) turista. Od stranih turista, većina je bila iz Ujedinjenog Kraljevstva (36,5 posto), dok su druge značajnije turističke segmente činili Nijemci (32,5 posto), Talijani (21,6 posto) i Francuzi (4,3 posto). Većina ispitanika posjetila je Rodos na dulje od 5 dana (64,7 posto), a putovali su zajedno sa članovima obitelji (81,6 posto). Likertova skala sa sedam kategorija odgovora korištena je za mjerenje zadovoljstva posjetitelja i vjernosti. Skala korištena za mjerenje kognitivne sastavnice zadovoljstva posjetitelja usredotočila se na svojstva turističke usluge (s naglaskom na hotelijerske usluge) i prilagođena je od skale koju je razvio Dean (1999). Temelji se na višedimenzionalnom diskonfirmacijskom modelu i služi se formatom jednog stupca (skala uključuje šest skupina svojstava usluge).

lem. De Ruyter *et al.* (1998) subsequently adopted the same scale, but found that loyalty consists of three dimensions: preference, price indifference and dissatisfaction response. However, the same researches suggest that the elements needed to operationalize loyalty are captured in the "behavioral intentions battery", refined by Parasuraman *et al.* (Zeithaml *et al.*, 1996). The present study therefore adopts and customizes this scale, in order to explore the relationship between customer satisfaction (including both cognitive and emotional components) and loyalty.

#### 4. RESEARCH METHODOLOGY

The subjects in this study were visitor of Rhodes, a major tourism destination in the Greek islands. Convenience sampling was employed and self-administered surveys were used to collect the data. The data was collected by four researchers in June, July and August of 2009 at the departures hall of Rhodes international airport. Of 380 questionnaires distributed, 179 valid responses were obtained, yielding a response rate of 47.1 per cent. The majority of respondents were female (57.5 per cent), and comprised 72.4 per cent foreign tourists and 27.6 domestic (Greek) tourists. Of the foreign tourists, the majority were from the United Kingdom (36.5 per cent), while other significant tourist segments included Germans (32.5 per cent), Italians (21.6 per cent) and French (4.3 per cent). Most respondents visited Rhodes for more than 5 days (64.7 per cent) and were travelling together with family members (81.6 per cent). Seven-point Likert scales were used to measure both visitor satisfaction and loyalty. The scale employed to measure the cognitive component of visitor satisfaction focused on tourism service attributes (with the emphasis on hospitality services), and was customized from the scale developed by Dean (1999). It is based on the multi-item discon-



Da bi se dobilo uvid u afektivnu sastavnicu, u svojoj cijelosti upotrijebljena je emocionalna skala koju su razvili i testirali Liljander i Strandvik (1997). Odgovori su bili prema Likertovoj skali od 1 (nikad) do 7 (često). Liljander i Strandvik nisu bili u stanju proučiti odnos između emocionalne sastavnice zadovoljstva klijenta i klijentove vjernosti zato što, u industriji koju su razmatrali (Ured za radnu snagu – služba javnog sektora), klijenti nemaju izbor prebacivanja na drugu marku ili drugog pružatelja usluge. Ova studija, stoga, nadograđuje se na njihov rad u praćenju tog odnosa. U smislu vjernosti klijenta, "Preraspoređeni niz bihevioralnih namjera" Parasuramana i sur. (1994), koji su njegovi autori naknadno doradili (Zeithaml i sur., 1996) bio je prilagođen za ovu studiju. Izvorna skala imala je 13 stavaka i pet sastavnica: vjernost marki, vanjsku reakciju na problem, sklonost promjeni, spremnost platiti više i unutrašnju reakciju na problem. U svom članku, Parasuraman i sur. (1994) uočavaju da je njihovoj skali potrebna dorada, osobito za posljednje tri komponente, ali da je komponenta "vjernosti" pokazala izvrsnu unutrašnju dosljednost dok je "vanjska reakcija" bila primjerena, prema kriterijima koje je naveo Nunnally (1978).

U svim slučajevima, negativna pitanja bila su reverzno kodirana radi dosljednosti. Provjere normalnosti, utemeljene na raznim komponentama u istraživanju, pokazale su primjerene rezultate. Od osobitog interesa je stupanj asimetrije, budući da su studije o zadovoljstvu posjetitelja obično pozitivno asimetrične (Coakes i Steed, 1999). Sveukupne skale zaista su pokazale određenu pozitivnu asimetriju (0,21 i 0,22 za emocionalnu i kognitivnu skalu), ali s obzirom na narav studije, ove vrijednosti smatrale su se primjerenima da bi se nastavilo s analizom. Pouzdanost skala ustanovljena je pomoću Cronbachovog alfa koeficijenta. Kognitivna sastavnica, emocionalna sastavnica i ukupna sastavnica vjernosti postigli su ponaosob alfa vrijednosti od 0,91, 0,79 i 0,77, koje su

firmation model, and uses a single column format (the scale includes six groups of service attributes).

In order to gain insight into the affective component, the emotional scale developed and tested by Liljander and Strandvik (1997) was used in its entirety. Responses were on a Likert scale from 1 (never) ... to 7 (often). Liljander and Strandvik were unable to study the relationship between the customer satisfaction emotional component and customer loyalty because, in the industry that they considered (Labor Force Bureau – a public sector service), customers do not have the choice of switching to another brand or another service provider. The present study therefore builds on their work in pursuing the relationship. In terms of customer loyalty, Parasuraman *et al.*'s (1994) "Reconfigured behavioral-intentions battery", subsequently refined by its authors (Zeithaml *et al.*, 1996) was customized for this study. The original scale had 13 items and five components: loyalty to the brand, external response to the problem, propensity to switch, willingness to pay more, and internal response to problem. In their paper, Parasuraman *et al.* (1994) note that their scale requires refinement, particularly for the latter three components, but that the "loyalty" component demonstrated excellent internal consistency while the "external response" was adequate, according to the criteria specified by Nunnally (1978).

In all cases, negative questions were reverse coded for consistency. Normality tests, based on the different components in the survey, indicated adequate results. Of particular interest is the degree of skewness, as visitor satisfaction studies tend to be positively skewed (Coakes and Steed, 1999). The overall scales did indicate some positive skewing (0.21 and 0.22 for emotional and cognitive scales) but, given the nature of the study, these values were considered adequate to continue with the analysis. The reliability of the scales was established by utilizing Cronbach's alpha. The

sve prihvatljive (Nunnally, 1978). Kod druge faze, analiza glavnih komponenti izvedena je rotacijom varimax.

## 5. REZULTATI I RASPRAVA

Da bismo započeli istraživati ulogu emocija u mjerenju zadovoljstva posjetitelja u uslužnom sektoru, najprije smo razmotrili korelaciju između razmjera vjernosti te kognitivnih i emocionalnih sastavnica zadovoljstva (Tablica 1). U skladu s pretpostavkama istraživanja 1a i 1b, rezultati potvrđuju postojanje značajne korelacije između dviju glavnih sastavnica zadovoljstva i vjernosti posjetitelja (emocionalne i kognitivne). Međutim, između ukupne vjernosti posjetitelja i emocionalne sastavnice postoji veća korelacija nego između ukupne vjernosti posjetitelja i kognitivne sastavnice, uz značajnost od 0,01. Nadalje, emocionalna sastavnica ima neznatno više koeficijente korelacije za pozitivnu usmenu predaju, promjenu marke i spremnost na plaćanje više cijene u usporedbi s kognitivnom sastavnicom.

Koeficijenti korelacije za pozitivne i negativne emocije upućuju na to da su pozitivne emocije povezane sa svim dimenzijama vjernosti osim "prigovaračkog ponašanja". To bi se moglo objasniti činjenicom da emocionalna ljestvica ne pokriva sve emocije koje značajno koreliraju s različitim dimenzijama vjernosti u turizmu. Prema očekivanjima pozitivne su se i negativne emocije trebale povezati s prigovaračkim ponašanjem, ali postoje druge pozitivne emocije, u dodatku spomenute tri, kao što su olakšanje, zanos i radost (Bagozzi *et al.*, 1999; Yu i Dea, 2001), koje nisu bile uključene u ljestvicu. Nema dokaza da sve emocije imaju isti utjecaj na različite odgovore, kao što je prigovaračko ponašanje, već samo da različite emocije mogu pokrenuti različite ponašajne namjere (Stauss i Neuhaus, 1997; Szmigin *et al.*, 2005). Bagozzi *et al.* (1999) tvrde da emocije utječu na odlučiva-

cognitive component, emotional component and overall loyalty component had alpha scores of 0.91, 0.79 and 0.77 respectively, all indicating acceptable values (Nunnally, 1978). For the second stage, principal components analysis was performed with varimax rotation.

## 5. FINDINGS AND DISCUSSION

In order to commence the investigation on the role of emotions in measuring visitor satisfaction in the service sector, the correlation between the dimensions of loyalty and the cognitive and emotional components of satisfaction, were first considered (Table 1). Consistent with research propositions 1a and 1b, the findings confirmed that there is a significant correlation between the two major components of visitor satisfaction (emotional and cognitive) and loyalty. However, there is a greater correlation between overall visitor loyalty and the emotional component, than the cognitive component, at the 0.01 significance level. Furthermore, the emotional component has slightly higher correlation coefficients for positive word of mouth, switching behavior and willingness to pay more, compared to the cognitive component.

The correlation coefficients for the positive and negative emotions suggest that positive emotions are associated with all dimensions of loyalty except "complaining behavior". This may be due to the emotions scale not covering all emotions that correlate significantly with the various loyalty dimensions in tourism. It was expected that positive and negative emotions would link to complaining behavior but, in addition to the three positive emotions included, there are other positive emotions, such as relief, elation and joy (Bagozzi *et al.*, 1999; Yu & Dea, 2001), which were not included in the scale. There is no evidence that each emotion has the same influence on different responses, such as complaining behavior, but

nje i da su pozitivne emocije djelomice povezane s namjerama da se ostane pri tekućem planu i podijeli ishod neke aktivnosti. To je u skladu s rezultatima istraživanja prema kojima pozitivne emocije značajno koreliraju s pozitivnom usmenom predajom (dijeljenje pozitivnog iskustva), promjenom marke (negativna korelacija) i spremnošću na plaćanje više cijene.

rather that different emotions may trigger different behavioral intentions (Stauss and Neuhaus, 1997; Szmigin et al., 2005). Bagozzi *et al.* (1999) suggested that emotions influence decision making, and that positive emotions are associated particularly with intentions to maintain an ongoing plan and share the outcome of a certain activity. This is consistent with the research finding that positive emotions significantly correlate with positive word of mouth (sharing the positive experience), switching behavior (negatively correlated) and willingness to pay more.

**Table 1: Correlation analysis outcome / Korelacijska analiza ishoda**

	<i>Emotional component / Emocionalna sastavnica</i>	<i>Cognitive component / Kognitivna sastavnica</i>	<i>Positive emotions / Pozitivne emocije</i>	<i>Positive emotions* / Pozitivne emocije</i>
<i>Overall loyalty / Ukupna vjernost</i>	0.518**	0.418**	0.530**	0.398**
Positive word of mouth / Pozitivna usmena predaja	0.584**	0.515**	0.584**	0.433**
Complaining behaviour* / Prigovaračko ponašanje*	0.080	0.153	0.011	0.151
Switching behaviour* / Promjena marke*	0.262**	0.141	0.238**	0.218***
Willingness to pay more than the current price / Spremnost na plaćanje više cijene od tekuće	0.351**	0.313**	0.369**	0.233***

Notes: \* items reverse coded; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.05$  /

Primjedbe: \* reverzno kodirane stavke; \*\*  $p < 0,01$ ; \*\*\*  $p < 0,05$

Veza između vjernosti i negativnih emocija (koje su bile reverzno kodirane) upućuje na to da imaju značajan učinak i na vjernost. Posebno je zanimljiv nedostatak povezanosti između negativnih emocija i prigovaračkog ponašanja. Razlog tome moglo bi biti izostavljanje određenih negativnih emocija iz ljestvice, kao što su žaljenje i razočaranje, za koje je vjerojatnije da će izazvati prigovaračko ponašanje (Zeelenberg i Pieters, 1999; Yuksel, 2001). Sedam

The association between loyalty and negative emotions (which were reverse coded) suggests that they have a significant impact on loyalty as well. Of particular interest is the lack of association between negative emotions and complaining behavior. This may be due to the absence of specific negative emotions in the scale, such as regret and disappointment, which are more likely to cause complaining behavior (Zeelenberg and Pieters, 1999; Yuksel,

stavki sadržanih na emocionalnoj ljestvici ne korelira s prigovaračkim ponašanjem ispitanika u ovoj studiji i valja primijetiti da rezultati ispitivanja odnosa između žaljenja i razočaranja te prigovaračkog ponašanja nisu dosljedni sa studijama Zeelenberga i Pietersa (1999).

2001). The seven items in the emotions scale do not correlate with the respondents' complaining behavior in this study, and it is notable that the findings on the relationship between regret and disappointment and complaining behavior are inconsistent in Zeelenberg and Pieters' (1999) studies.

*Table 2:  $\beta$  coefficients with overall loyalty as the dependent variable /  
 $\beta$  koeficijenti s ukupnom vjernošću kao ovisnom varijablom*

	<i>Beta</i>	<i>t</i>	<i>sig.</i>
Cognitive component / Kognitivna sastavnica	0.180	1.964	0.054
Emotional component / Emocionalna sastavnica	0.474	5.136	0.000

Drugi cilj ove studije bio je iznova ispitati odnos između zadovoljstva potrošača i vjernosti odredištu kad je uključena emocionalna sastavnica zadovoljstva. Da bi se odredilo najbolje kovarijate vjernosti, mogući su odnosi ispitivani primjenom regresijske analize. Da bi se dobio osjećaj za razmjernu važnost kognitivne i emocionalne sastavnice u predviđanju vjernosti odredištu, prva regresija, ukupna vjernost, uzeta je kao ovisna varijabla, dok su kognitivna i emocionalna sastavnica bile neovisne varijable. Ispravljani  $R^2 = 0,341$ , i  $F(2, 74) = 23,185$ ,  $sig = 0,000$ . Standardizirani beta koeficijenti prikazani su u Tablici 2 i, iako je protumačeno samo 35,2 posto varijance vjernosti, rezultati upućuju na to da je emocionalna sastavnica važan čimbenik u tumačenju vjernosti, čini se i bitno važniji od kognitivne. Da bi se potkrijepio rezultat prema kojem uključivanje emocionalne sastavnice dovodi do točnijih rezultata u tumačenju vjernosti odredištu u usporedbi s kognitivnom komponentom, provedena je još jedna regresija s ukupnom vjernošću kao ovisnom varijablom te kognitivnom sastavnicom kao neovisnom varijablom. Korigirani  $R^2 = 0,184$ , i  $F(1, 113) = 21,385$ ,  $sig = 0,000$ . Beta vrijednost za kognitivnu sastavnicu bila je 0,466,  $t = 4,824$ ,  $sig = 0,000$ . Taj re-

The second aim of this study was to retest the visitor satisfaction - destination loyalty relationship, when the emotional component of satisfaction is included. In order to establish the best loyalty predictors, regression analysis was used to explore the possible relationships. To gain a feel for the relative importance of the cognitive and emotional components in predicting destination loyalty, in the first regression, overall loyalty was used as the dependent variable, with the cognitive and emotional components as independent variables. The adjusted  $R^2 = 0.341$ , and  $F(2, 74) = 23.185$ ,  $sig = 0.000$ . The standardized beta coefficients are shown in Table 2 and, while only 35.2 per cent of the variance in loyalty is explained, the findings indicate that the emotional component is an important factor in explaining loyalty, apparently more important than the cognitive component. In order to substantiate the finding that including the emotional component leads to more accurate results in explaining destination loyalty, compared to using the cognitive component, another regression was performed with overall loyalty as the dependent variable and the cognitive component as the independent variable. The adjusted  $R^2 = 0.184$ , and  $F(1, 113) = 21.385$ ,  $sig = 0.000$ . The

zultat upućuje na zaključak da je emocionalna sastavnica važan predviditelj vjernosti odredištu. Sljedeće pitanje odnosilo se na relativni učinak pozitivnih i negativnih emocija. Da bismo to ispitali, proveli smo još jednu regresijsku analizu, i ovaj put s ukupnom vjerošću odredištu kao ovisnom varijablom, ali uključujući vrijednosti faktora za dvije vrste emocija. Dok je ista varijanica objašnjena, pozitivne emocije posjetitelja bile su najbolji procjenitelj ukupne vjernosti ( $\beta = 0,360$ ,  $t = 3,277$ ,  $\text{sig} = 0,001$ ), s time da su negativne emocije također bile značajne ( $\beta = 0,252$ ,  $t = 2,578$ ,  $\text{sig} = 0,011$ ), dok sveukupna kognitivna ocjena nije više bila značajna.

Rezultati prikazani u Tablici 3 ukazuju na to da su pozitivne emocije posjetitelja važan predviditelj "pozitivne usmene predaje", ali i da je posjetiteljeva kognitivna ocjena zadovoljstva atributima turističkih usluga također značajan predviditelj. Ispravljene  $R^2 = 0,389$  i  $F(3, 105) = 23,112$ ,  $\text{sig} = 0,000$ . Dok  $t$  vrijednost negativnih emocija nije značajna pri razini vjernosti od 95 posto, rezultat upućuje na potrebu dodatnog razmatranja ovog pitanja. Nakon provedbe dodatne regresijske analize, primjenom pozitivne usmene predaje kao ovisne varijable nasuprot kognitivnoj sastavnici, rezultat je potvrdio da su pozitivne emocije bolji predviditelj pozitivne usmene predaje od kognitivnog elementa. Za drugu regresiju ispravljene  $R^2 = 0,258$  i  $F(1, 108) = 36,997$ ,  $\text{sig} = 0,000$ . Stoga, općenito govoreći, ako emocije nisu uključene u ljestvicu, i ako je za mjerenje zadovoljstva uzeta samo kognitivna sastavnica, nije moguće dobiti sveobuhvatni opis zadovoljstva. Slijedom toga, čini se da bi emocionalna ljestvica trebala biti uključena kao dio mjerenja zadovoljstva posjetitelja.

beta value for the cognitive component equaled 0.466,  $t = 4.824$ ,  $\text{sig} = 0.000$ . This result suggests that the emotional component is an important predictor of destination loyalty. The next question referred to the relative effect of positive and negative emotions. To explore this, another regression analysis was performed, again using overall destination loyalty as the dependent variable, but including the factor scores for the two types of emotions. While the same variance is explained, positive visitor emotions were the best predictor of overall loyalty ( $\beta = 0.360$ ,  $t = 3.277$ ,  $\text{sig} = 0.001$ ), with negative emotions also being significant ( $\beta = 0.252$ ,  $t = 2.578$ ,  $\text{sig} = 0.011$ ), whereas the overall cognitive assessment was no longer significant.

The results in Table 3 indicate that positive visitor emotions are an important predictor of "positive word of mouth", but that the visitors' cognitive assessment of satisfaction with tourism service attributes is also a significant predictor. The adjusted  $R^2 = 0.389$  and  $F(3, 105) = 23.112$ ,  $\text{sig} = 0.000$ . While the  $t$  value for negative emotions is not significant at the 95 per cent confidence level, the result suggests that this issue needs further investigation. When a further regression was run, using positive word of mouth as the dependent variable against the cognitive component, the result confirmed that positive emotions are a better predictor of positive word of mouth than the cognitive element. For the latter regression, the adjusted  $R^2 = 0.258$  and  $F(1, 108) = 36.997$ ,  $\text{sig} = 0.000$ . Therefore, in general, if emotions were not included in the scale, and only the cognitive component used to measure satisfaction, a comprehensive depiction of satisfaction is not gained. Consequently, it would seem that an emotional scale needs to be included as part of visitor satisfaction measurement.

*Table 3:  $\beta$  coefficients with word of mouth as the dependent variable /  
 $\beta$  koeficijenti s usmenom predajom kao ovisnom varijablom*

	<i>Beta</i>	<i>t</i>	<i>sig.</i>
Positive emotions / Pozitivne emocije	0.354	3.586	0.000
Negative emotions / Negativne emocije	0.170	1.781	0.074
Cognitive component / Kognitivna sastavnica	0.255	2.762	0.007

## 7. ZAKLJUČCI

Glavna teorijska implikacija ove studije jest da je emocionalna sastavnica zadovoljstva posjetitelja, koja se nije razmatrala ni u jednoj od nedavnih studija zadovoljstva potrošača u turizmu, bolji predviđatelj vjernosti odredištu od kognitivne sastavnice. Pozitivne emocije pozitivno su povezane s pozitivnom usmenom predajom i spremnošću na plaćanje više cijene, a negativno s promjenom marke. Negativne su emocije negativno povezane s pozitivnom usmenom predajom i spremnošću na plaćanje više cijene, a pozitivno su povezane s promjenom ponašanja. Međutim, s obzirom da je ovom studijom obuhvaćen razmjerno mali uzorak u jednom određenom sektoru, rezultati zahtijevaju dodatno istraživanje i provjeru.

Kako postoji značajan odnos između zadovoljstva posjetitelja (osobito njegove emocionalne sastavnice) i vjernosti odredištu, te u skladu s pretpostavkom da je jeftinije zadržati postojeće posjetitelje nego privući nove, čini se da menadžeri turističkih destinacija trebaju iznova naglasiti što posjetitelji "misle" o svojim iskustvima ponude turističkih usluga. Točnije, trebali bi postići neku ravnotežu u svojoj potrazi za informacijama o zadovoljstvu. Moguće je da oni koji upravljaju turističkim destinacijama u svojim pokušajima da usvoje prakse mjerenja koje su i znanstvene i rigorozne ne daju dovoljno prilika za komentare i povratne informacije s afektivnom osnovom te tako ne

## 6. CONCLUSIONS

The main theoretical implication of this study is that the emotional component of visitor satisfaction, which has not been considered in any of the recent visitor satisfaction studies in the tourism sector, is a better predictor of destination loyalty than the cognitive component. Positive emotions are positively associated with positive word of mouth and willingness to pay more, and negatively associated with switching behavior. Negative emotions are negatively related to positive word of mouth and willingness to pay more, and positively associated with switching behavior. However, given that this study represents a relatively small sample in one specific sector, the results require further investigation and verification.

As there is a significant relationship between visitor satisfaction (especially the emotional component) and destination loyalty, and based on the assumption that it is cheaper to retain existing visitors than attract new ones, it appears that tourism destination managers need to re-emphasize how visitors "feel" about their experiences of tourism service delivery. In particular, they should try to achieve some balance in their pursuit of satisfaction information. In endeavoring to adopt measurement practices that are both scientific and rigorous, tourism destination managers may not be providing sufficient opportunity for comments and

uspijevaju prepoznati snagu emocija. Produžetak tog argumenta glasi da bi menadžeri turističkih destinacija u cilju zadržavanja ili povećanja vjernosti posjetitelja trebali istražiti emocionalne sastavnice i, u onoj mjeri u kojoj je to moguće, njima upravljati.

Jedna od pretpostavki glasi da se očekivanja, stupnjevi percipiranog uspjeha i zadovoljstva posjetitelja s vremenom mijenjaju. U ovoj studiji emocije povezane sa zadovoljstvom posjetitelja bile su mjerene u jednoj određenoj vremenskoj točki pa su rezultati stoga potpuno valjani isključivo u trenutku ispunjavanja upitnika. Budući da je ponuda turističkih usluga produljeni susret s uslugom, moguće je ugroziti izdržljivost vjernosti odredištu koja je posljedica zadovoljstva posjetitelja, tako da bi ovo pitanje valjalo dodatno istražiti u budućim longitudinalnim studijama. Potrebno je uzeti u obzir i demografske podatke. Na uvjerenja i ponašanja osobito bi mogli utjecati različiti kulturološki aspekti (Hofstede, 1994; White, 2004). U budućim istraživanjima mogla bi se napraviti usporedba ispitivanog uzorka na temelju demografskih podataka, kako bi se utvrdilo je li afektivna sastavnica i dalje bolji predviđatelj vjernosti posjetitelja. Moguća ograničenja današnje studije povezana su s razmjerno malom veličinom uzorka (179 osoba), kao i s prirodom uzorka (prigodni uzorak). Naposlijetku, ograničenja koja do vode do moguće pristranosti mogla bi biti rezultat metode popunjavanja upitnika (samostalno popunjavanje) i vrlo distinktivnih svojstava odredišta u promatranom području, Rodosu, koji predstavlja tradicionalnu sredozeznu ljetnu destinaciju masovnog turizma.

feedback with an affective base and thus fail to recognize the power of emotions. An extension of this point is that, in retaining or enhancing visitor loyalty, tourism destination management organizations need to explore and, as far as possible, manage the emotional components.

It has been suggested that expectations, perceived performance and satisfaction levels shift over time. In this study, emotions associated with visitor satisfaction were measured at one specific point in time and, hence, the results only apply fully at the time of completing the questionnaire. Because the delivery of tourism services is an extended service encounter, the endurance of destination loyalty resulting from visitor satisfaction could be challenged, such that future longitudinal studies could explore this issue. Demographic background also needs to be considered. In particular, different cultural backgrounds may affect beliefs and behaviors (Hofstede, 1994; White, 2004). Future research could compare the sample studied, based on demographic backgrounds, in order to determine whether the affective component still serves as a better predictor of visitor loyalty. Potential limitations of the present study are related to the relatively small sample size (179 persons), as well as to the nature of the sample (convenience sample). Finally, limitations leading to potential bias may be due to the questionnaire completion method (self-administered) and the very distinct destination characteristics of the survey area, Rhodes, which is a traditional mass-tourism summer holiday destination in the Mediterranean.

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