

IMPACT OF TOURIST DESTINATION IMAGE ON INTENTION TO SWITCH DESTINATION

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Abstract

Most of the tourist destinations are facing tourist loyalty and expanding market share. Research on relationship between destination images and intention to switch the tourist destination has not been given sufficient attention, especially the intermediary role of satisfaction and word of mouth. This is a challenging problem for tourism researchers and managers. This study employs primary data from a survey of 365 tourists within three days in the Phu Quoc Island, Vietnam using the Partial Least Squares-Structural Equation Modelling employed for data analysis and interpretation. The findings of the study revealed that visitor satisfaction and word of mouth are as intermediary factors of the relationship between destination image and intention to switch the tourist destination. Components of the destination image include (i) Cognitive image; (ii) Affective images; and (iii) Tangible images.

Keywords: Destination images, Satisfaction, Word of mouth, Intention to switch, Partial Least Squares-Structural Equation Modelling, Phu Quoc Island, Vietnam.

INTRODUCTION

Visitor satisfaction is the most important marketing outcome to attract tourists to visit a tourist destination. However, in order to maintain a sustainable market share, it is necessary to have a loyal and a committed customer base with a tourist destination. In the past time, there have been many studies on the relationship between satisfaction with tourist destination image, but considering the interrelationship between destination image, satisfaction, word of mouth and intention to switch has not been paid attention, especially the intention of tourists to switch tourist destinations. This is also a challenging issue for researchers and managers in the context of Vietnam's integration into the world, especially in the field of tourism where there is fierce competition for customers and market share. This study focuses on (i) Determining the relationship between destination image, satisfaction, word of mouth and visitors' intention to switch; (ii) Build a quantitative model of the above relationship. The study conducted a survey of 365 domestic and international tourists staying within 3 days in Phu Quoc island to create a practical basis for the measurement model. Phu Quoc Island in Kien Giang province is located in the Gulf of Thailand with an area of 561.65 km², the largest coastal island in Vietnam. Phu Quoc has a diverse topography with 99 mountains of which the highest peak is Chua Mountain (565 m) followed by Vo Quop mountain (478 m), Da Bac mountain (448 m),... creating many attractive landscapes such as Ham Rong - Rach Tram mountains, waterfall - Da Tranh stream, Da Ban stream, Suoi Tien and An Thoi archipelago, etc. Along the coastline of Phu Quoc island, in addition to beautiful beaches convenient for beach resorts such as: Sao beach, Khem beach, Dai beach, etc. There are also rocky capes running close to the sea creating many beautiful landscapes such as Ganh Cau, Tau Ru cape, Ong Doi cape, etc.

There are many culinary specialties, modern hotel system, diverse tourism - resort services. The hydro-climate system in Phu Quoc has the following characteristics: cool weather with tropical monsoons. The climate is divided into two distinct seasons, the highest is 35 degrees Celsius in April and May and the rainy season: Phu Quoc Island is the gateway to the west-southwest monsoon with high humidity from 85 to 90%. Phu Quoc has main rivers, namely Duong Dong Cua Can, Rach Tram and a stream system with attractive landscapes. Recently, Phu Quoc Island, also known as Pearl Island, with its "mysterious" and "primitive touch" beauty, has been known by many domestic and foreign people. In 2020, Phu Quoc was recognized as a provincality in Kien Giang province (National Assembly, 2020).

LITERATURE REVIEW

Foundation theory

Theory of rational action: The theory of rational action (TRA) of Ajzen and Fishbein (1980) argues that behavioral intention leads to behavior and that intention is determined by individual attitudes towards the behavior, along with the influence of subjective norms (the influence of others also leads to their attitudes). In which, attitude and subjective norm are important in behavioral intention. This model is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. The high correlation between attitude and subjective norm with behavioral intention and behavior has been confirmed in many studies (Sheppard *et al.*, 1998). However, there is still much debate about the relationship between behavioral intention and actual behavior, because under certain circumstances, behavioral intention does not always lead to actual behavior.

Theory of planned behavior: The theory of planned behavior (TPB) of Ajzen (1991) states that the intention to perform a

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behavior will be influenced by three factors such as attitude towards the behavior, subjective criteria and perceived awareness of behavioral control. Thus, the theory of planned behavior (TPB) is developed from the theory of rational action and overcomes the limitation that human behavior is completely controlled by reason. There are three basic determinants in this theory: (i) The personal factor is the individual's attitude towards the behavior regarding the positive or negative of performing the behavior; (ii) Regarding the person's intention to perceive social pressure, because it copes with the perception of pressure or normative compulsion, it is called subjective norm; and (iii) Finally, the determinant of self-efficacy or the ability to perform the behavior, called cognitive behavioral control. The theory suggests the importance of attitude towards behavior, subjective norm and cognitive behavioral control leading to the formation of a behavioral intention.

The Dissonance Theory: The dissonance theory holds that a person who expects a product of high value and receives a product of low value will perceive difference and experience dissonance (Cardozo, 1965). That is, unconfirmed expectations create a state of dissonance or psychological discomfort (Yi, 1990). According to this theory, the existence of dissonance creates pressure to relieve pressure, which can be achieved by correcting cognitive disparities. Furthermore, this theory suggests customer satisfaction is the result of assessing the difference between customer expectations and the quality received. The above theories are relevant to this research, where it is important to explain the nature of behavioral intentions and customer satisfaction.

Destination image and visitor satisfaction

Tourist destination image: A tourist destination is a system that has many components such as attractions, accommodation, transportation, other services and infrastructure (Lynch and Tinsley, 2001). According to Medlik (2012), a destination is a geographical area (country, region, city, etc.) that attracts tourists or where people travel and where they choose to stay for a certain period of time (Leiper, 1995). According to Briciu (2013), destinations have values that are closely related to tourism activities performed in a certain geographical space. Any tourist destination is made up of both tangible and intangible elements. Tangible elements refer to natural attractions or historical-cultural heritage, while intangible elements are represented by the culture, customs and history of that destination (Qu *et al.* events, 2011). Destination images represent the sum total of beliefs, ideas and impressions that a person perceives about a destination (Crompton, 1979; Gartner and Hunt, 1987; Cai, 2002). In a different approach, Prebensen (2007) argues that the image of a tourist destination can be influenced by three sources: organic image, touch image and adjusted touch image. Organic images refer to what people learn about a particular place at school or from mass media, books, or the internet, and emphasize the fact that people have knowledge about a certain place is not necessarily known through travel experience. An induced image is an image resulting from marketing efforts and promotional materials presented to potential tourists, for the purpose of informing and persuading them to visit a destination. arrive. Modified-induced image is an image that is formed as a result of the visitor's experience with the tourist destination. Blain *et al.* (2005) argue that destination brand represents the distinctiveness, uniqueness of a particular tourist destination

and is also part of the tourist destination image. The link between destination and visitor is often through destination image, and image will influence tourist's choice of destination (Tapachai and Waryszak, 2000). According to Crompton (1979) that landscape, traffic and climate are important parts of the destination image. There are two important parts of destination image: (i) cognitive image (personal knowledge and beliefs about the destination such as landscape, culture and nature); (ii) emotional images that represent emotions experienced by visitors such as atmosphere, hospitality (Gartner and Hunt, 1987; Walmsley and Jenkins, 1993; Coban, 2012; Chew and Jahary, 2014; Shafiee *et al.*, 2016). According to Echtner and Ritchie (2003) that destination image shows three attributes: (i) tangible (building, architecture, landscape); and invisible (atmosphere, friendliness); (ii) physical (road system, facilities, accommodation); (iii) emotions (relaxation, fun). Destination image is also considered as a set of impressions, beliefs, ideas, feelings and hopes given to describe a place collected over time and perceived according to its psychological and personal characteristics and social demographics of each individual (Lordanova, 2015) as well. From the 2000s up to now, many empirical studies in the world have identified the composition of the tourist destination image, including: Support services; Traffic and cleanliness; Diverse and hospitable service; Accommodation, food and drink; Events; and Safety. Based on empirical studies, the study suggests the parts of tourist destination image include: Cognitive image; Affective image; and Tangible image.

Tourist satisfaction: The degree to which the customer feels satisfied with the supplier's ability to meet needs and expectations is called the level of satisfaction. Customer satisfaction is the result of assessing the difference between customer expectations and the quality received (Oliver, 1997). In the tourism sector, satisfaction is an assessment of visitor experience (Su, 2004; Abubakar and Mavondo, 2014). Satisfied tourists are an important source of information to satisfy potential tourists and play an important role in tourism marketing (Song *et al.*, 2011). Regularly monitor visitor satisfaction, understand visitor needs and develop products at the destination; enhance the attractiveness of core resources and tourist attractions; improve the quality and efficiency of the destination, in order to meet the conditions of ensuring security, safety, order and environmental sanitation, avoiding shortcomings in management that cannot be solved; benefit local communities and businesses (Jussem *et al.*, 2014).

Relationship between destination image and visitor satisfaction: Many studies show that destination image positively affects tourist satisfaction (Prayag, 2009; Devesa *et al.*, 2010; Abubakar and Mavondo, 2014; Lu *et al.*, 2015, Asiku *et al.*, 2020). A better destination image leads to a higher level of satisfaction. Creating a better destination image leads travelers to have positive reviews of their expectations being met. In other words, creating this positive attitude towards the destination will lead to higher tourist satisfaction (Lee *et al.*, 2005; Wang and Hsu, 2010). Based on empirical studies, the study proposes the following hypotheses:

- H1:** Perceived image has a positive impact on visitor satisfaction.
- H2:** Affective image has a positive impact on visitor satisfaction.
- H3:** Tangible images have a positive impact on visitor satisfaction.

Visitor satisfaction and intention to switch tourist destinations

Intention to switch: Keng and Liu (1997) show that there are important differences in complaint behavior between different customer groups. They compare group-oriented and self-directed customers. Group clients prefer warm, secure relationships and a sense of belonging. While customer self-direction focuses on feeling self-esteem, being well respected, excited, having fun and enjoying. The former group is classified as the group of people who are not interested in complaints, and the latter group is the group of people who often complain. The orientation group abandoned the product, dropped the brand, boycotted the seller, and complained to family and friends. Self-directed groups often complain to both manufacturers and consumer protection organizations, and they also complain to their family and friends, and this influences abandonment behavior/ services that do not meet their expectations. Service switching, intention to switch, customer loyalty, customer retention, and repurchase intent are all related. Although customer loyalty, retention and repurchase intentions indicate favorable outcomes for the supplier, service switching and switching intentions imply unfavorable outcomes (Bansal and Taylor, 1999). Intentions can change over time, and the longer the period, the greater the likelihood of unforeseen events change the mind (Ajzen, 1985). Intention to switch, as determined by an individual's analysis of cost and benefit information in the course of action, is an opposite concept to a customer's intention to retain or repurchase (Choi, 2016), which indicates the possibility of switching to other products or services (Wirtz *et al.*, 2014). The term "intention to switch" includes both conversion intent and non-conversion intent (Keaveney, 1995). Conversion refers to negative consequences, while repurchase intention indicates positive consequences. In this study, intention to switch indicates positive consequences for a service firm, referring to the intention not to reject the current service provider. In the service sector, the ability of the company/supplier to provide consistent quality of service can have an impact on the level of customer satisfaction. Therefore, service units must identify and improve the factors that can add value to customers. It is clear that when the service quality does not meet the customer's requirements and expectations, the customer switches to another supplier. This attitude is an important factor, influencing customers' intention to engage in positive or negative behavioral decisions. Therefore, satisfaction is a necessary prerequisite for building long-term customer relationships and has the potential to increase loyalty and limit the intention to switch to other suppliers (Selnes, 1993; Shin and Kim, 2008, Martins *et al.*, 2013; Liu and Lee, 2020).

Relationship between destination image, satisfaction and intention to switch: In hospitality and tourism operations, destination image is positively related to customer satisfaction and in turn, this customer satisfaction is positively related to customer behavioral intentions. loyalty/revisit/no intention to switch destinations (Saleh *et al.*, 2015; Santoso, 2019; Kanwe *et al.*, 2019). Visitor behavior includes comments on the visit, evaluation of the experience and the intention of future visits (Chen and Tsai, 2007). Return intention is the willingness to visit the destination again or no intention to switch tourist destination (Abubakar and Mavondo, 2014). Tourist satisfaction is an important factor contributing to the intention to visit again or not to switch to another destination (Qu *et al.*,

2011). The satisfaction and intention of tourists to return depends on a certain destination but the level of tourists' perception of the destination image, rather than their wants and needs (Khuong and Ha, 2014). Re-visitors or non-converting visitors not only provide a source of income and revenue for the tourist destination, increasing market share, but also reduce the cost of marketing and operating the destination (Vuuren *et al.*, 2012). Many empirical studies show that visitor satisfaction has an impact on tourists' intention to return or not to switch tourist destinations (Prayag, 2009; Wang and Hsu, 2010; Mohsan *et al.*, 2011; Shafiee *et al.*, 2016; Siregar *et al.*, 2019; Santoso, 2019; Kanwel *et al.*, 2019; Xiaoshan He and Jian Ming Luo, 2020; Asiku *et al.*, 2020).

Based on empirical studies, the study proposes the following hypotheses:

H4: Tourist satisfaction has a positive effect on tourists' intention not to switch tourist destinations.

Satisfaction, word of mouth and intention to switch tourist destinations

Word-of-mouth: Word of mouth (WOM) is defined as informal communication of information from one person to another about a brand, product, organization, or service, and its recipients/ receivers/consumers (Harrison-Walker, 2001). This form of communication has a greater influence on consumer choice than other forms of communication (Murray, 1991). With technological advancements, especially in the field of electronic communications, the sphere of influence of WOM has increased significantly, showing great interest in this form of communication and its impact on the world. market results (Day, 1971).

Satisfaction relationship, word of mouth and intention to switch: Satisfaction mediates word-of-mouth formation (Teo and Soutar, 2012). There are several studies showing a positive effect of satisfaction on WOM (Swan and Oliver 1989; Brown *et al.*, 2005; Wangenheim and Bayón 2007; De Matos, and Rossi, 2008; Asiku *et al.*, 2020). In the tourism industry, empirical studies show a positive effect of satisfaction on WOM (Abubakar and Mavondo, 2014; Asiku *et al.*, 2020). In the banking industry, research on banks in Malaysia shows that customer satisfaction has a significant positive and negative impact on customers' intention to switch (Mohsan *et al.*, 2011; Anantha, 2013) and in the tourism industry, giving similar results (Hung and Lee, 2015; Asiku *et al.*, 2020). In the service industry, word of mouth has a significant positive and negative impact on a customer's decision to repurchase a product. Therefore, word of mouth plays an important role in customer retention. There are several empirical studies on hospitality and tourism that show that WOM has a positive impact on intention to return or intention not to switch destinations (Shafiee *et al.*, 2016; Asiku *et al.*, 2020). Based on empirical research, the study proposes the following theories:

H5: Satisfaction has a positive effect on word of mouth.

H6: Word of mouth has a positive effect on tourists' intention not to switch tourist destinations.

Research models

Theoretical review and empirical research are needed for further research to extend the theory, provide more empirical

evidence and management implications related to destination image, satisfaction, word of mouth, determined not to convert. Previous studies highlight insights into the effects of the above relationships and measure relationships using different, independent quantitative models such as exploratory factor analysis or separate regression models, but do not provide an adequate basis for a comprehensive framework for analyzing tourist destination switching intentions. Therefore, the aim of this study was to extend the findings from previous studies on the relationship between destination image, satisfaction, word of mouth, not intention to switch, and an integrated analysis of these relationships in the linear structural model. The research team selected the research model for Phu Quoc tourist destination as follows:

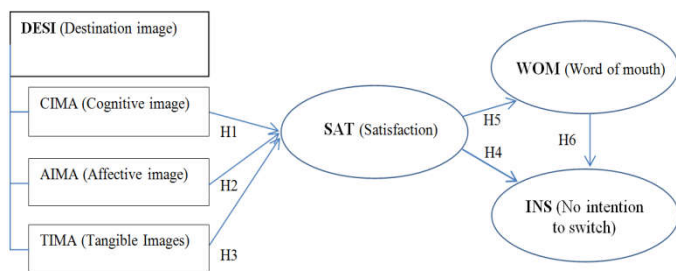


Figure 1. Research model

METHODOLOGY

Measurement

All scales are adjusted from previous studies to fit the research context in Vietnam. We designed three processes for conducting surveys. First, we surveyed using the expert method of communication with tourism management experts including ten people with at least five years of experience working at agencies related to the tourism industry, who are leaders in the field of tourism departments, agencies and departments in Phu Quoc, Kien Giang province and a group of 10 experts who are management of tourism businesses, services, restaurants, hotels, tourist resorts, tourism business establishments, meet the criteria for selecting respondents with extensive experience in the field of tourism. They then suggested some adjustments to ensure that the questionnaire was suitable for Vietnam’s tourism industry. Second, a pilot survey with 20 respondents who were traveling in Phu Quoc as tourists of the tourist destination aimed to double-check the survey questionnaire for error-free and appropriate content. The sample was selected based on the respondents’ willingness to participate in the study. Third, the entire survey is conducted with domestic and international tourists who have experienced tourism in Phu Quoc. A total of 365 respondents filled out the questionnaire. A five-way Likert scale ranging from “strongly disagree” to “strongly agree” was used to measure all observed variables. To measure the scales of “Perceptual Image” and “Emotional Image”, eight observed variables were included in the questionnaire. The measurement factors are based on the scale of Shafiee *et al.* (2016) and two new observed variables developed by the authors as a result of expert discussions such as “The place with legendary history” and “Charming place”. To measure “Tangible image”, four observed variables were included in the questionnaire. The measuring elements of this scale are based on the judgment of Asiku *et al.* (2020) and were developed by the authors as a result of expert discussions. Measuring the scale “Satisfaction” and “Word of mouth” with

six observed variables are included in the questionnaire. The measurement factors for these scales are based on the scale of Asiku *et al.* (2020). The scale of “Intent to switch” has four observed variables, based mainly on the study of Mohsan *et al.* (2011), adjusted to suit the tourism industry in Vietnam conditions and a new observed variable developed by the authors such as “I am very satisfied with the service quality and continue to be a visitor of the tourist destination Phu Quoc.” The detailed measurement table of the scale and observed variables is in Appendix.

Data collection and processing

We conducted a questionnaire survey in Phu Quoc Island. All respondents were identified as tourists in Phu Quoc and stayed within 3 days, with 365 survey questionnaires. The survey was conducted from June 2018 to March 2019. After performing data processing, 340 observations were guaranteed to be relevant and used for data analysis. Because of the theoretical model with a set of interwoven relationships, the linear structural model (Partial Least Square - Structural Equation Model, PLS-SEM) was used to test the above hypotheses (Anderson and Gerbing, 1988; Kline, 2011). Linear structural analysis is performed according to a process including four steps: (i) Reliability test of scale; (ii) Exploratory Factor Analysis (EFA); (iii) Confirmatory Factor Analysis (CFA) and (iv) Structural Equation Modeling (SEM). Data analysis was done using SPSS and AMOS version20.0 software.

RESULTS

Description of survey

- *Gender and age:* In 340 survey observations, male gender accounted for 51%. The main age of customers is over 18-50 years old (73.5%).

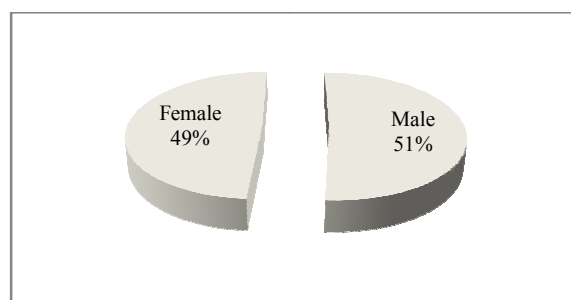


Figure 2. Gender of visitors(%)

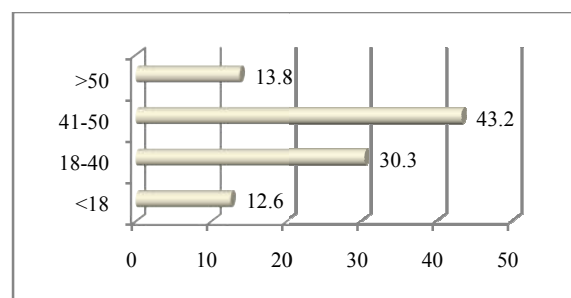


Figure 3. Age (%)

- *Education and occupation:* Tourists have mainly high school and university education (93.8%). The main occupations are officers - employees and managers (65.9%).

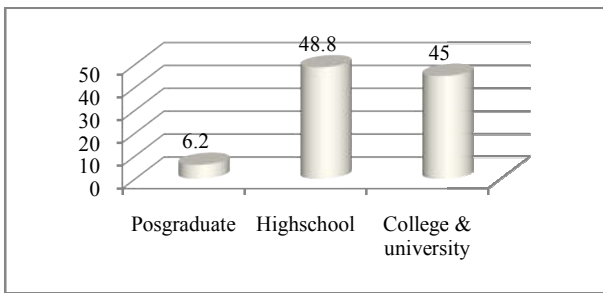


Figure 4. Education level (%)

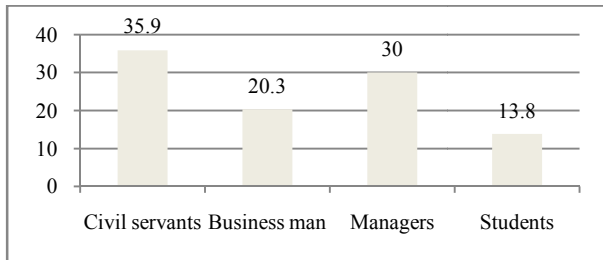


Figure 5. Occupation of tourists (%)

- Marital status and income:

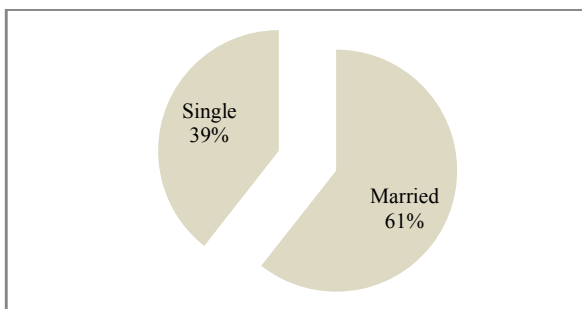


Figure 6. Marital status (%)

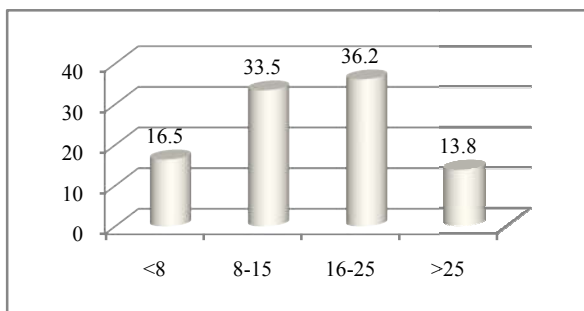


Figure 7: Income (Million VND/month)

The majority of tourists are married (61%). Tourist income from 8-25 million VND/month accounts for mainly (69.7%)

- Nationality status: Domestic tourists accounted for 51%, foreign tourists 49%.

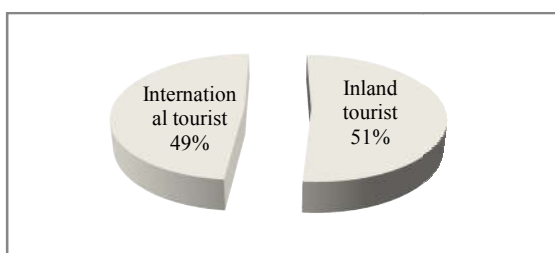


Figure 8. Nationality Status

Scale reliability analysis

The results shown in Table 1 show that: The observed variables all satisfy the conditions in the reliability analysis of the scale through the alpha coefficient > 0.6 and the variable-total correlation > 0.3 (Nunnally and Burnstein, 1994).

Table 1. Scale reliability test and rejected observed variables

Scale	Observed variable are excluded	Cronbach's Alpha coefficient	Conclusion
CIMA	None	0.824	Good quality
AIMA	None	0.837	Good quality
TIMA	None	0.787	Quality
SAT	None	0.829	Good quality
WOM	None	0.797	Quality
INS	None	0.874	Good quality

Exploratory factor analysis (EFA)

Table 2. Pattern matrix

	Component					
	1	2	3	4	5	6
AIMA2	0.849					
AIMA4	0.839					
AIMA3	0.822					
AIMA1	0,771					
CIMA1		0.846				
CIMA2		0.821				
CIMA4		0.788				
CIMA3		0.780				
TIMA4			0.848			
TIMA2			0.810			
TIMA3			0.773			
TIMA1			0.684			
SAT1				0.876		
SAT3				0.875		
SAT2				0.841		
INS2					0.878	
INS4					0.849	
INS3					0.842	
INS1					0.837	
WOM3						0.852
WOM2						0.843
WOM1						0.836
Kaiser-Meyer-Olkin Measure	0.806	0.718	0.831	0.710		
Bartlett's test	0.000	0.000	0.000	0.000		
Eigenvalues	1.859	2.239	2.901	2.135		
% of Extracted variance	64.991	74.619	72.534	71.163		

Note: 0.5 < KMO < 1; Bartlett's test has significance level less than 0.05; Factor Loading of observed variables (Factor Loading) > 0.5; extracted variance > 50% and Eigenvalue > 1 (Hair et al., 2006).

The results presented in Table 2 show that: the factors of Destination Image are extracted into three factors corresponding to the measured variables of the theoretical model with the total variance extracted is 64.991% at the Eigenvalue of 1,859; EFA of satisfaction is extracted into three observed variables with extracted variance of 74.619% at Eigenvalue of 2,239; EFA of intention to convert was extracted into four observed variables with extracted variance of 72.543% at Eigenvalue of 2,901; EFA of WOM is extracted into three observed variables with extracted variance of 71.163% at Eigenvalue of 2.135; and EFA results were used using the Promax rotation method.

Confirmatory factor analysis

The measurement model that is consistent with the actual data must be consistent with five measures: (i) Cmin/df; (ii) TLI, (iii) CFI, (iv) NFI; and(v) RMSEA (Gefen et al., 2011).

Table 3. The fit indices of the CFA

No.	Measures	Indicator Standard values	Model value	Results
1	Cmin/df	$\chi^2/ d.f. < 3$ good fit; < 5 accepted; the smaller the better (Bentler & Bonett 1980; Bagozii & Jy, 1988)	1.287	Good
2	TLI (Tucker-Lewis Index)	TLI, the closer is to 1, the more appropriate; $TLI > 0.90$ Consistent; $TLI \geq 0.95$ is in good agreement(Hu & Bentler, 1998)	0.980	Good
3	CFI (Comparative Fit Index)	$CFI > 0.90; 0 < CFI < 1$, the closer to 1, the more suitable (Hu & Bentler, 1998).	0.980	Good
4	NFI (Normal Fit Index)	NFI, the closer to 1, the more suitable; NFI close to 0.90,accepted; $NFI > 0.95$ Good fit. (Chin & Todd, 1995; Hu & Bentler, 1998)	0.930	Good
5	RMSEA (Root Mean Square Error Approximation)	$RMSEA < 0.05$, the model fits well; $RMSEA < 0.08$, accepted; the smaller the better(Browne & Cudeck, 1993)	0.029	Good

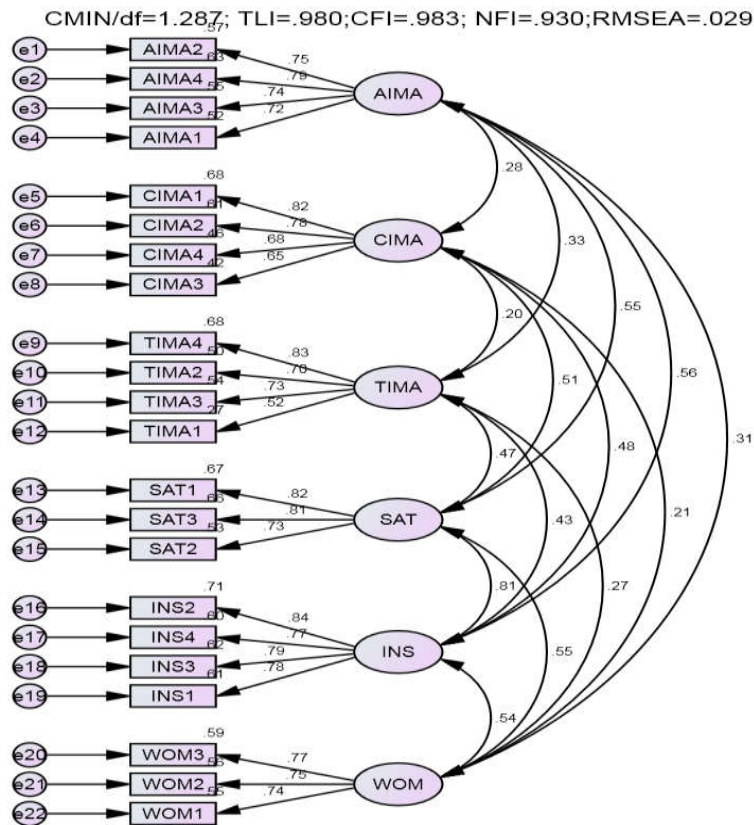


Figure 9. Confirmatory factor analysis results

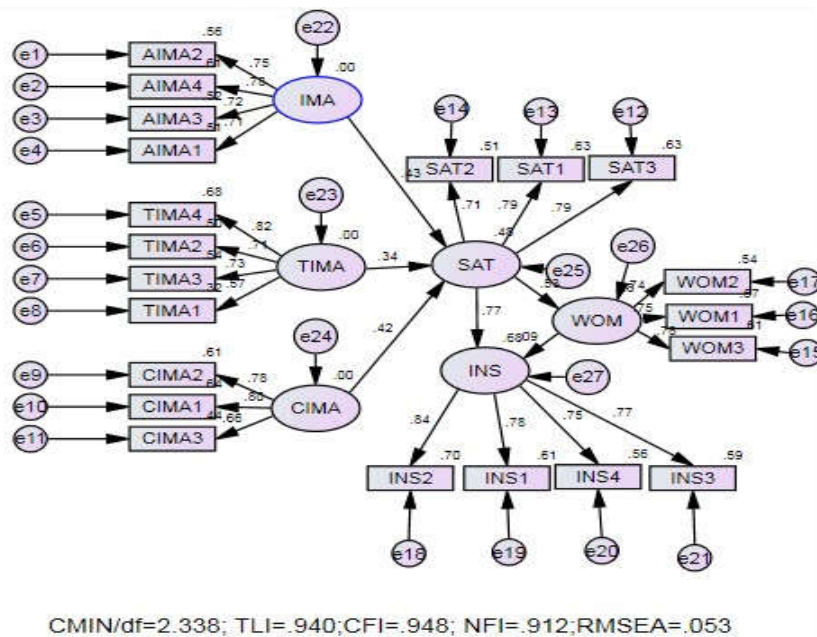


Figure10. Results of structural equation modeling

Table 4. The model fits actual data in this study

Hypothesis	Path		Estimate	S.E.	C.R.	P	Decision	
H2	SAT	<---	AIMA	0.476	0.064	7.387	***	Accept
H1	SAT	<---	CIMA	0.397	0.055	7.187	***	Accept
H3	SAT	<---	TIMA	0.299	0.051	5.902	***	Accept
H5	WOM	<---	SAT	0.453	0.062	7.362	***	Accept
H4	INS	<---	SAT	0.820	0.077	10.619	***	Accept
H6	INS	<---	WOM	0.149	0.073	2.051	0.04	Accept

Note: *** (Sig. = 0.000).

Table 5. Magnitude of the impact

Impact on SAT	SAT=f(IMA,CIMA,TIMA)	Regression coefficient	%	Position	
SAT	<---	IMA	0,476	40,6	1
SAT	<---	CIMA	0,397	33,9	2
SAT	<---	TIMA	0,299	25,5	3
Sum			1,172	100	
Impact on INS	INS=f(SAT,WOM)				
INS	<---	SAT	0,820	84,6	1
INS	<---	WOM	0,149	15,4	2
Sum			0,969	100	

Table 3 shows that the measurement model is consistent with the actual data.

Structural Equation Modeling

The results presented in Figure 10 show that: the model has a value of $Cmin/df = 2.338$; $TLI = 0.940$; $CFI = 0.948$; $NFI = 0.912$; and $RMSEA = 0.053$. Thus, the integrated model fits the actual data. The results presented in Table 4 show that all hypotheses are accepted at a confidence level of over 95%. Factors affecting "Visitor satisfaction" in order of influence from high to low: IMA, CIMA, TIMA.

Factors affecting "Intent not to switch tourist destination" in order of influence: SAT and WOM. Satisfaction positively affects WOM (Table 4).

DISCUSSION

Firstly, the study has identified "Destination image" with three components: Cognitive image; Sentimental Image and Tangible Image. This result is consistent with the hypothesis of measuring components of the Tourist Destination Image by Echtner and Ritchie (2003). Furthermore, Destination image positively affects visitor satisfaction. Similar to the results of research on tourism in Pakistan by Kanwe *et al.* (2019). To improve visitor satisfaction, the tourism industry should focus on: (i) Raising awareness such as maintaining political stability, safety, many shopping opportunities, developing distinct culture and embellish the legendary history of Phu Quoc; (ii) Emotional image such as interesting, charming, relaxing, pleasant, comfortable and friendly place; (iii) Tangible images such as a modern, safe, clean and beautiful road system, utility and convenience, and the development of a variety of events and festivals. Secondly, satisfaction has a positive impact on customer word of mouth. Similar to the results of research on health tourism industries in Istanbul (Abubakar and Mavondo, 2014) and research on tourism in Pakistan by Kanwe *et al.* (2019). Thus, in order to exploit "word of mouth", a tourist destination must first improve customer satisfaction. Thirdly, satisfaction and word of mouth affect positively the intention not to move to another tourist destination. Similar to the results of the study of tourism in Pakistan by Kanwe *et al.* (2019) and the study of tourists in Pulo Love Eco Resort, Indonesia by Asiku *et al.* (2020).

Fourthly, Satisfaction and WOM are mediators of the relationship Destination Image and Non-Transfer Intent. In order to minimize the movement of tourists to other tourist destinations, it is necessary to pay attention to the satisfaction and word of mouth of tourists, which is the key for the tourism industry to operate successfully.

CONCLUSION

The present study aims to extend the theoretical framework and provide evidence in empirical results that destination image, satisfaction and word of mouth affect intention to switch to another tourist destination, with evidence from Phu Quoc in Kien Giang province, Vietnam. The findings highlight the strong mediating roles of satisfaction and word of mouth in the correlation between destination image and conversion intention. The study also provides some insights into the interweaving relationships between the factors through the linear structural analysis model.

Research limitation and further study

The study has certain limitations. Survey subjects were taken from only one Phu Quoc island, which limits the generalizability of the study. Future research should examine many other island cities and make comparisons to improve the generalizability of the findings. Furthermore, this study only considers the relationship between destination image, satisfaction, word of mouth, and intention to convert because there are other factors affecting conversion intention that this study has not addressed.

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APPENDIX

Table 6. Measurement scale and observed variables

No	Measurement scale	Code
I	Cognitive image	CIMA
1	Where there is political stability	CIMA1
2	Safe place for travel	CIMA2
3	A place with shopping opportunities	CIMA3
4	A place with legendary history	CIMA4
II	Affective image	AIMA
5	Interesting places	AIMA1
6	Charming place	AIMA2
7	Relaxing place	AIMA3
8	Pleasant, comfortable and friendly place of locals	AIMA4
III	Tangible image	TIMA
9	Modern and safe road system, internal roads, coastal roads	TIMA1
10	Historical events, indigenous culture, sports, very vibrant, young, full of Life and full of attraction	TIMA2
11	Clean - beautiful destination, close to nature	TIMA3
12	Safe, comfortable accommodation, especially with Phu Quoc's own cuisine	TIMA4
IV	Tourist satisfaction	SAT
13	After the trip, I have a better understanding of the island's history and culture	SAT2
14	I am very satisfied compared to my expectations before going to Phu Quoc tourist destination	SAT3
15	I am completely satisfied with my trip in Phu Quoc	SAT4
VII	Word of mouth	WOM
16	I often read online reviews of travelers to know their good reviews for tourist destination Phu Quoc	WOM1
17	I will invite my friends, colleagues, relatives to stay at the tourist destination Phu Quoc when I have the opportunity to travel	WOM2
18	I am interested in the advice of friends, colleagues and relatives about the tourist destination that I am interested in.	WOM3
VIII	Intention to switch	INS
19	I am very satisfied with the service quality and continue to be a visitor of Phu Quoc tourist destination	INS1
20	I don't want to switch to any other travel destination	INS2
21	I am very satisfied with the services provided by Phu Quoc tourist destination compared to other tourist destinations that I have visited	INS3
22	I am very happy and really enjoy the experience of traveling in Phu Quoc	INS4
