EFFECTS OF TOUR COMPANY’S SERVICE QUALITY ON TOURISTS’ REVISIT INTENTION IN ARUSHA TOURIST DESTINATIONS

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Master of Business Administration in Marketing Management

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EFFECTS OF TOUR COMPANY’S SERVICE QUALITY ON TOURISTS’
REVISIT INTENTION IN ARUSHA TOURIST DESTINATIONS

BY

DIOSCORY MODEST MAJALIWA

A Dissertation Submitted in Partial Fulfilment of the Requirements for the
Award of Masters Degree of Business Administration in Marketing
Management of the College of Business Education

2023
DECLARATION

AND

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CERTIFICATION

The undersigned certify that he has read and hereby recommend for acceptance by the College of Business Education a Dissertation titled “Effects of Tour Company’s Service Quality on Tourists’ Revisit Intention in Arusha Tourist Destinations” in partial fulfilment of the requirements for the award of a degree of Masters of Business Administration in Marketing Management of the College of Business Education.

Dr. Chacha Magasi

(Supervisor’s Name)

__________________________________

(Supervisor’s Signature)

Date: ________________________________
DEDICATION

I dedicate this research to my lovely wife, Neema B. Mlawa and adorable son Johannes Dioscory Majaliwa for their prayers and tireless support during my studies. Second I dedicate this research to my father and mother, Mr and Mrs Modest A. Njau and my sisters and brothers for their prayers and advice. And lastly to the whole Njau’s family especially my guardians Dr. Efrem A. Njau and Johnbosco A. Njau. May almighty God bless you all.
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<th>Abbreviation</th>
<th>Full Form</th>
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<tr>
<td>ANOVA</td>
<td>Analysis of Variance</td>
</tr>
<tr>
<td>BOT</td>
<td>Bank of Tanzania</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>KIA</td>
<td>Kilimanjaro International Airport</td>
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<tr>
<td>KINAPA</td>
<td>Kilimanjaro National Park</td>
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<tr>
<td>MNRT</td>
<td>Ministry of Natural Resource and Tourism</td>
</tr>
<tr>
<td>NCA</td>
<td>Ngorongoro Conservation Area</td>
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<tr>
<td>NCAA</td>
<td>Ngorongoro Conservation Area Authority</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Square</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Modelling</td>
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<td>SERVQUAL</td>
<td>Service Quality</td>
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<tr>
<td>TANAPA</td>
<td>Tanzania National Park</td>
</tr>
<tr>
<td>TAWA</td>
<td>Tanzania Wildlife Authority</td>
</tr>
<tr>
<td>TRI</td>
<td>Tourist’s Revisit Intention</td>
</tr>
<tr>
<td>TTB</td>
<td>Tanzania Tourism Board</td>
</tr>
<tr>
<td>TAWISA</td>
<td>Tanganyika Wildlife Safari</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nation World Tourism Organization</td>
</tr>
<tr>
<td>URT</td>
<td>United Republic of Tanzania</td>
</tr>
<tr>
<td>WTTC</td>
<td>World Travel and Tourism Council</td>
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ABSTRACT
Currently, tourists revisit intention is fundamental given stiff competition experienced in tourism industry worldwide. This necessitated stakeholders in tourism industry to put emphasis on re-visitation which seems to be a big challenge in modern marketing. As such, the present study aimed to examine the effect of tour Company’s service quality on tourist’s revisit intention in Arusha tourism destinations. In particular, the study assessed the tour companies’ services tangibles on tourists revisit intention; determined the influence of tour companies’ services responsiveness on tourist’s revisit intention; and ascertained the influence of tour companies’ service assurance on tourist’s revisit intention. The study deployed cross-sectional research design where data were collected using survey which employed questionnaires to obtain data from 384 respondents being the sample size for the study. Further, descriptive statistics and binary logistic regression model were used for data analysis. The findings revealed that tangibles, responsiveness and assurance had positive index which implies that tourists were delighted by service provided. It was also found that tourists revisit intention, tangibles, responsiveness and assurance had positive relationship and significant at p = 0.01. Furthermore, the findings stressed that tangibles and responsiveness tested significant to the study at p<0.05 which implies that the variables influence the likelihood of tourists to revisit Arusha tourists destinations contrary to assurance which tested insignificant. The findings conclude that tour company’s service quality dimensions (responsiveness and tangibles) are more significant for tourists revisit intention at Arusha tourist’s destinations. Hence tour companies, government and tourists authorities have to improve these dimensions to increase tourist’s revisit intention.
CHAPTER ONE

1.0 INTRODUCTION

This chapter presents detailed information on the background to the study, problem statement concerning the study, research objectives both general and specific, research questions and significance of the study.

1.2 Background to the Study

Tourist revisit intention (TRI) is crucial for success in the fiercely competitive tourist industry (Singh & Singh, 2019). Thus, it is important to emphasize on visitation given that it is essential to the entire tourism industry particularly in revisit intention which is one of the big challenges in contemporary marketing in tourism (Wu et al., 2015; Ayuningtiyas et al., 2014). The same was observed by Ayuningtiyas et al. (2014) who argue that convincing tourists to repeat visitation is difficult phenomena in tourism sector. It is also argued that attracting clients to repeat the purchase is five or six times more effective than acquiring new clients (Soleimani & Einolahzadeh, 2018). Thus, destination marketers are interested in knowing more about the variables like customer happiness, perceived value, and destination image that affect tourists' intentions to return, because it is cheaper to keep returning visitors than pulling in the new ones (Soleimani & Einolahzadeh, 2018).

Customer satisfaction stemming from the level of service received is one of the most significant elements influencing their intentions to return through providing quality service (Wu et al., 2015). As such, service quality has been
shown as one of the elements influencing customer satisfaction that determines the client’s plans to return or make a similar purchase (Soleimani & Einolahzadeh, 2018). Likewise, a tourist extremely pleased with the level of service received is eager to tell others about the unique aspects of the location and return in place in future.

Tourist revisit intention is essential aspect in tourism industry given the level of competition existing (Som et al., 2012). Investing in tourism sector through provision of quality service is inevitable, because it has been the fastest growing sector which contributes greatly to the global economy. Globally, the tourism sector has grown by a rate of about 3.5% in 2020 compared to the growth of the global economy recorded a rate of 2.5% (WTTC, 2020). In 2019, the tourism sector contributed about 10.3% of the global gross domestic product and produced 330 million jobs which is about 10% of all global jobs created and then ranked as the 4th largest contributor to World exports after fuel, chemicals and food industries (WTTC, 2020; Sharma et al., 2021).

In Africa, tourism is among the first top 5 sources of foreign exchange for about 83% of developing countries. In 2018, tourism contributed about 5% of African GDP and 30% of total exports in the service sector (UNWTO, 2021). Further, tourism sector created more than 21 millions employments between 2011 and 2014 which equates to 7.1% of all jobs created in Africa on average during the period (UNWTO, 2019).
In Tanzania, in particular, the contribution of tourism sector to the gross domestic product has increased from 8.6% in 2008 to 10.7% in 2019 (WTTC, 2020; URT, 2016). The sector has not only contributed to 24% of the country’s total export but also creation of job opportunities to about 1.55 million people which is equals to 11.1% of the total jobs created in Tanzania in the year 2019 (Kyara et al., 2021). Tanzania has got a comparative advantage over other countries in Africa due to its large natural resource endowments relative to other countries. The country has more than 91 worldwide known tourist attractions making it ranked as the 4th among 140 world countries with potential tourism associated nature based resources (WTTC, 2020; URT, 2016). This means that investing in the tourism sector could be a viable option for stimulating economic growth in Tanzania.

Despite the resource endowment and the importance of the tourism sector to the economy of Tanzania, the country seems to attract less than 1% of the World tourists (UNWTO, 2021). Furthermore, the tourism potential particularly in reducing poverty in Tanzania is weak mainly due to inadequate linkage with local community participation, low public investment in the sector, low levels of diversified tourism, poor development of non-wildlife tourism sources, poor service quality of tour companies (URT, 2016). However, provision of high quality tourist services like hotels and accommodations, transportation, tourism services such as safaris, photographic services and conference centers has been identified as the central tenets in attracting more tourists, survival and sustenance of the
tourism sector through satisfying client needs and thriving global competitiveness (Cristea & Mocuta, 2018; Imran et al., 2018; Sinha et al., 2016).

Service quality, as the key aspects in revisit intention, is central aspect in ensuring tourists’ happiness, and this can be attained in the context of service delivery (Cristea & Mocuta, 2018). This means that the level of tourist’s happiness and the likelihood of becoming loyal towards the service which activates revisit intention are greatly determined by the service quality from service providers. This has attracted more emphasis and attention to quality of service delivery to competitive industries including tourism sector since it provides competitive advantage for the company or brand (Hume & Mort, 2010; Akbar & Parvez, 2009; Bindu et. al., 2009; Faullant et al., 2008).

Notably, service quality and service excellence minimize the size of the discrepancy between the clients’ realities and hopes for services they receive (Etgar & Galia, 2009).

To ensure high level of service quality, tour companies in Tanzania need to adapt and embrace modern technologies to meet customer demands and open fresh opportunities in the tourism industry for growth. Tour companies provide a number of services to tourists like online bookings and reservations, transportation tickets, lodging options, organizing tours, dining establishments, meals, entertainments, security, guidance and other services provided by tourism industry.
In Tanzania, particularly in Arusha Region, tour companies have been increasing time to time due to opportunities arising from tourism industry that attract many stakeholders to invest in tourism sector despite the existing competition especially in attracting tourists. Despite the good number of tour companies in Arusha approximated to be 1073, there are challenges facing these companies that in turn affect their performance. These challenges include, but not limited to absence of competent marketing tourism professionals, linguistic and communication barriers of employees, high service charges and fees in destinations, lack of reliable tourism information, quality of tour guides, inadequate infrastructures in destinations, unsupportive tax policy, visitors fluctuation, financial leakages and poor marketing segmentation and targeting (Ngungat, 2019; Kazuzuru, 2014).

Given the importance of tourism sector, the ministry of natural resources and tourism of United Republic of Tanzania (URT) decided to come up with tourism policy that addresses several issues in the industry like marketing, raising quality, and creation of infrastructure to increase accessibility. The approach includes tactics to boost cultural tourism and present Tanzania as a top location for wildlife and hunting expeditions (MNRT, 1999). The policy created the master plan which primarily focuses on areas like developing and growing the tourism offering, attracting investment capital, raising service standards, facilitating access, raising market awareness, and strengthening institutions and economic ties (MNRT, 2002).
1.3 Problem Statement

The tourism sector has consistently paid attention to the revisiting tourists because of its potential in enhancing of long-term sustainable growth of tourism and the country’s economy (Zhang et al., 2021). In Tanzania, tourism contributes to the national development through services and value-added activities such as marketing. In light of this, the government through its agencies like Tanzania National Park (TANAPA), Tanzania Tourism Board (TTB), Ngorongoro Conservation Area Authority (NCAA), Tanzania Wildlife Authority (TAWA), and private stakeholders has developed promotional strategies to boost the tourism industry in Tanzania both locally and internationally (Bakari, 2021). Given the efforts made, tour companies still experience a small number of tourists booking to visit various tourism destinations in Tanzania (Bakari, 2021).

In 2022, the share of tourists visiting was registered 1,454,920 which accounts for 29% of the government's target of 5,000,000 visitors in 2025 (NBS, 2022). Moreover, the Tanzania tourism sector survey of 2019 provides statistics for the first visits and repeat visits in tourism destinations that reveal an increase in difference between first and repeat visits. The first visit to Tanzania's mainland was 61.1%, and the repeat visit was 39.9% in 2019, while in 2018 the first visit was 54% and the repeat visit was 46% (BOT et al., 2019). In Zanzibar, a big difference was recorded as well. The first visit was 85% and the repeat visit was 15% (BOT et al., 2019). Further, BOT (2019) revealed that the major constraining elements for tourists visiting
Tanzania are efficiency improvement and service quality for the country to obtain a comparative advantage in tourism. In that view, service quality has been recognized as a vital tool for improving tourists' revisit intentions in Tanzania. Given the importance of service quality, a number of questions have been raised about the quality of service catered by tour companies and tourism industry stakeholders to tourists and the way they handle them before, during, and after receiving services (Diriye, 2018; Kaose, 2014). Thus, there arises a debate on how service quality dimensions like tangibles, responsiveness and assurance which tested more significant in the tourism industry could have effects on revisit intentions of tourists in tourist destinations (Ali et al., 2021; Jansri et al., 2020; Ismail et al., 2017; Bhat, 2012).

Nevertheless, scholars have tried to address this area by coming up with various studies. However, studies conducted on tourist revisit intention did not focus on tour company’s service quality dimensions as deployed in this study. For example, Singh & Singh, (2019); Widjaja et al. (2019); Rini et al. (2021) and Sari et al. (2021) studied destinations and how they influence revisit intention while considering issues like attributes, image, experiential value, and destination satisfaction as independent variables. In the same line, Viet et al. (2020) and Libre et al. (2022) observed the role of destination image, perceived risk, and cultural contact in revisit intention, satisfaction, the role and effect of destination image, tourist experience, perceived value, and tourist satisfaction on tourist revisit intention respectively. Hasan et al.
Celik et al. (2017) and Hashim et al. (2019) studied tourist perceptions and risk perceptions on revisit intention in which different kinds of risks were analyzed. On the other hand, other researchers examined the influence and effects of service quality to revisit intention in which their studies were conducted in different areas of the world contrary to this which was conducted in Arusha. For example Su et al. (2016); Timur, (2018); Soleimani & Einolahzadeh, (2018); Jansri et al. (2020); Karsana & Murhadi, (2021); Alshiha, (2022) and Günaydın, (2022) who conducted their studies in China in Balcova and Gonen regions particularly in Guilan travel agencies in Iran, Langkawi Island, Husada Utama Hospital, Orlando, United States, and Bodrum, respectively. In Tanzania, there are different studies conducted on service quality on tourist retention and the hospitality industry especially in hotel satisfaction and loyalty (Delphin et al., 2022; Meshack & Prusty, 2021; Mwacha, 2019). This implies that there are limitations to the aforementioned studies based on independent and dependent variables used together with the study areas. Such weaknesses called the attention of this study in Tanzania context particularly in Arusha tourist destinations to fill the knowledge gap on the effects of tour companies’ service quality dimensions (tangibles, responsiveness, and assurance) on tourists’ revisit intention.

1.4 Research Objective

1.4.1 General objective

To examine the effect of tour Company’s service quality on tourist’s revisit intention in Arusha tourism destinations
1.4.2 Specific Objectives

i. To assess the tour company’s services tangibles on tourists revisit intention in Arusha tourist destinations.

ii. To determine the influence of tour company’s services responsiveness on tourist’s revisit intention in Arusha tourist destinations.

iii. To ascertain the influence of tour company’s service assurance on tourist’s revisit intention in Arusha tourist destinations.

1.5 Research Questions

i. To what extent do tour company’s services tangibles affect tourists revisit intention in Arusha tourist destinations?

ii. How do tour company’s services responsiveness influence tourists revisit intention in Arusha tourist destinations?

iii. To what extent does tour company’s services assurance influence tourists revisit intention in Arusha tourist destinations?

1.6 Significance of the Study

This study intended to help the government institutions and authorities to know how the service quality aspect can transform the service industry and other sectors in the country. This provides a room for government institutions to offer public education on importance of service quality on service delivery and other production activities. This is very important since it creates competitive advantage in the market. This helps tour companies to ensure positive experience, satisfaction, and create good image among tourists which is vital to revisit intention.
Moreover, upon the accomplishment of this study, the researcher is in the position to complete the masters of business administration in marketing management. Thus, this dissertation serves as a requirement for the award of the mentioned master’s degree.

Furthermore, the study is intended to help various sectors to enjoy economies of scale emanating from customers retention which is the outcome of service quality that lead repurchase or revisit intention towards their product, service or/and brand. All these result from the knowledge on importance of service quality in delivery of any service.

Lastly, this study provides foundation for new policy formulation or amendment on tourism industry and adds knowledge for scholars interested in similar topic which is service quality in tourism sector especially in Tanzanian context.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents review of literature of other researchers related to this study both empirical and theoretical. Furthermore, the chapter portrays definition of key terms and theoretical literature review. The research gap is also established in this chapter. The chapter lastly presents the conceptual framework for the study.

2.2 Definition of Key Terms

2.2.1 Service Quality

Service quality implies the capacity of the service provider to efficiently please customers and improve business performance (Ramya et al., 2019). It also refers to how well the service satisfies the demands or expectations of the customers, or it may be asserted as the overall perception of the customers with regard to the quality or flaws of the service (Al-Ababneh, 2017). Basically, the service quality should be given priority by every employee in the company (Surahman et al., 2020). Quality of service is important in delivery of service as it ensures satisfaction, value perception and other aspects such as positive experience that contributes much on intention to repurchase the service (Soleimani & Einolahzadeh, 2018).

2.2.2 Tourist revisit intention

Tourist revisit intention (TRI) refers to the likelihood that a tourist will return to a tourist attraction in the future. Tourist retention shown in the intention of
tourists to return visiting a tourist destination can be produced by a favorable tourism experience of tourist locations. The idea of a revisit intention or post-visit conduct is contained in behavioral intents. The aesthetic and marketing efforts of the location and the spread of information about fresh attractions nearby have had an impact on visitors’ intentions to return (Aziz et al., 2012). In the same vein, Jin et al. (2013) contend that positive past encounters with a location may leave a positive impression and inspire people to get back. Revisit intention of tourist sounds crucial in tourism market due to level of competition as it reduces marketing costs and increases duration of staying in destination and spending more in their presence of which it is the target for every service provider (Som et al., 2012).

2.2.3 Tour Company

Tour Company is a business providing travelers with on-demand access to tourist services, transportation tickets, lodging options, organized tours, all-inclusive vacations, packaged tours, cruise packages, and other travel-related services. The services offered include obtaining visas, travelers' checks, currency exchange, insurance and travel protection. It represents major suppliers including: airlines, lodging facilities, dining establishments, cruise lines, museums, and other service providers in the tourism industry. Tour companies are keys to tourists visit and revisit intention as they provide information about destinations and service providers (BOT et al., 2019).
2.2.4 Tourist Destination

Tourist destination stands for the last end of tourist or a place tourist targets to visit (Nguyen, 2020). In the tourism sector, a destination's image might be seen as a draw factor affecting travelers' decisions to visit or stay away from a location (Gartner, 1994). Kim (2014) suggests that destination is much influenced by its image because it bears positive perception of a place produced by a mix of the place's characteristics such as attractive sites, shopping opportunities, culture sharing, infrastructure, safety, and other recreational activities. These characteristics of tourists’ destination significantly influence a visitor's decision to return or recommend the location to others given its contribution in satisfaction and positive experience of tourists (Singh & Singh, 2019).

2.3 Theoretical literature review

2.3.1 The Service Quality Model

The study deployed service quality model (SERVQUAL Model) to gauge the service quality in tour companies and examine how it affects the tourist revisit intention in Arusha tourists’ destinations. Service quality Model by Parasuraman et al. (1988) was improved from original model created in 1985 which included ten dimensions. These dimensions include access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibility, and understanding. Updated SERVQUAL model compares customer’s expectations against perceptions along a number of service quality factors using five dimensions. The five dimensions generated
from ten dimensions are tangibles, empathy, assurance, responsiveness and reliability (Parasuraman et al, 1988).

2.3.1.1 Tangibles

The term "tangibles" relates to the look of physical infrastructure, communication tools, people, technology, equipment, and overall state of the physical environment (Ramya et al., 2019). Tangibles reveal the actual state and type of service the customer received as well as the company's reputation. Given the physical characteristics of the tools clients deployed to access services, this is the most crucial feature since it gives a true picture of the kind and amount of service clients received (Ali et al., 2021; Abdulla et al. 2017).

2.3.1.2 Reliability

Reliability is being able to deliver services precisely and dependably as promised by a provider at the outset of a relationship (Ali et al., 2021; Anwar & Ghafoor, 2017). This refers to the business's or service provider's capacity to supply clients with on-time, error-free deliveries. When properly addressed, reliability is a key component of service quality that affects how customers perceive the quality of the experience ultimately influences loyalty which plays important role in revisit intention (Rayma et al., 2019).

2.2.1.3 Responsiveness

Responsiveness refers the way business is quickly prepared for and responds to any client’s requests (Ali et al., 2021). The issue of attending all client concerns should be taken seriously by the service provider because failing to
do so may result in complaints. This dimension takes into account things like timeliness, personnel availability, level of dedication, and the professionalism displayed by staff (Rayma et al., 2019).

2.3.1.4 Assurance

Assurance in service quality perspective means “the skills, politeness, ability of the company and its service providers to communicate reliance and confidence to targeted clients” (Anwar & Louis, 2017). Assurance dimension involves elements like staff competence to perform the service, treatment of clients politely and respectfully, the accuracy of interaction displayed by staff to customer and the level of willingness to serve the customer interest (Anwar & Abdullah, 2021). This dimension is important in tourism industry as customers in some cases find uncertain with the service expected from the firm. This help to create a trust and confidence of customer on a service even in the first encounter situation.

2.3.1.5 Empathy

Empathy is the ability to provide caring and undivided attention to customers from service provider (Rayma et al., 2019). Empathy dimension represents elements such as staff effort and ability to understand customer desires in terms of approachability and sensitiveness during service encounter. This dimension in service quality plays a crucial role in making sure customers are enjoying the moments when contacting with the firm or service provider. In this dimension, customers get special attention and focus which helps to
increase the level of satisfaction and positive experience during service encounter.

The SERVQUAL Model was used in this study because it contains number of dimensions made up of several items that make it perfect model for gauging differences between tourist expectations and perceptions on service quality. The difference was important as it helped to create positive or negative experiences to tourist based on the perception level and expectation deviates from each other. The reason behind is that when the perceived service exceeds service expectation, the positive experience happens contributes to positive image towards destinations which is among the factors for revisit intention (Ardani, 2021). Studies on tourism have effectively employed the SERVQUAL Model to assess quality of service and measure tourist happiness and loyalty which are among the determinants of revisit intention (Gitonga, 2021; Ye, Wu & Zheng, 2019; Seetanah et al., 2018). Also, SERVQUAL Model has been used in other service industries including banking, telecommunications, hotels, and education, and produce positive results (Magasi et al., 2022; Fida et al., 2020; Mashenene, 2019; Akroash et al., 2015).

According to Daniel & Berinyuy (2010), there is a significant degree of inter correlation between the five dimensions of SERVQUAL model which may reduce valid and reliability of the dimensions. Ladhari (2009) further argues that in order to ensure reliable and valid of results, it is appropriate to select the most significant dimensions of this model that fit to the particular service
measured. This study employed three dimensions of SERVQUAL model which are tangibles, responsiveness and assurance out of five basic dimensions. However, the researcher decided to drop the two dimensions: reliability and empathy because studies have shown on tourism and hospitality industry particularly in tourist satisfaction and revisit intention have found these dimensions to be insignificant (Ali et al., 2021; Jansri et al., 2020; Ahmad et al., 2019; Ismail et al., 2017; Babakus & Boller, 1992). The same was observed by Jansri et al. (2020) who conducted study on the effects of service quality on revisit intention in beach tourism where the reliability and empathy were found to be insignificant for tourist revisit intention. Again Ali et al., (2021) in their study on hotel service quality aimed to examine its impact on customer satisfaction showed that the reliability was insignificant. Further, the empathy showed no relationship with customer satisfaction and little or no contribution on behavioral intention on the study aimed at measuring relationship between service quality, contentment of clients and behavioral intention (Ismail et al., 2017). Also empathy was eliminated from the SERVQUAL model in the study on tourism service quality as empirically tested and found unfit in some context in tourism industry. This is supported by Babakus and Boller’s (1992) who argue that dimensions of service quality model should vary depending on the service sector and context of the study. Nevertheless, scholars have used less than five dimensions. For example, Kumar et al., 2009 and Arasli et al., 2005 used four dimensions contrary to Tseng & Hung (2013) who used three
dimensions of the SERVQUAL model. Based on the aforementioned studies and context of this study, the researcher used three dimensions which are tangibles, responsiveness and assurance to gauge the quality of service. Table 1 presents more clarification about the service quality dimensions (reliability and empathy) which found to be insignificant on studies concerning tourist’s revisit intention and tourism at large. Table 1 present the foundation of this study as it establishes the reasons behind omitting the two dimensions of service quality (reliability and empathy) in this study as it shows some of studies in respective industry that found these two dimensions insignificant that is were not much influential for tourists in making decisions.
<table>
<thead>
<tr>
<th>Author and study title</th>
<th>Criticisms</th>
<th>Findings/ Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ali (2021) Hotel service quality: The impact of service quality on customer satisfaction in hospitality</td>
<td>Reliability did not have contribution as a predictor of guest’s satisfaction in hotels.</td>
<td>According to study, four dimensions of SERVQUAL model except reliability were found to be significant predictors of customer satisfaction in the hotels at the level of p &lt; 0.01.</td>
</tr>
<tr>
<td>Jansri et al. (2020) The effects of service quality on revisit intention in tourist beach</td>
<td>There is no significant relationship between two dimensions of SERVQUAL model which are reliability and empathy and tourist revisit intention.</td>
<td>The findings suggested that the effects of tangibility, assurance and responsiveness on tourist revisit intention were significant and positive while empathy and reliability were unsupportive.</td>
</tr>
<tr>
<td>Ismail et al. (2017) Relationship between service quality and behavioral intentions: the mediating effect of customer satisfaction</td>
<td>Empathy as one of dimension of SERVQUAL model was not supportive in ensuring customer satisfaction which was a mediating factor in behavioral intention.</td>
<td>The findings demonstrated that assurance, responsiveness and reliability were the best predictor of customer satisfaction compared to empathy and tangibility.</td>
</tr>
<tr>
<td>Bhat (2012) Tourism service quality: A dimension-specific Assessment of SERVQUAL Model</td>
<td>A modified SERVQUAL model was empirically tested and came up with four dimensions. However, empathy was unfit in this study due to environment and nature of study.</td>
<td>Dimension wise assurance, tangibility, reliability and responsiveness scored low in expectations of tourists.</td>
</tr>
</tbody>
</table>

**Source:** Literature review (2023)
2.4 Empirical Literature Review

2.4.1 Global Studies on Effects of Service Quality in Tourist Revisit Intention

Soleimani & Einolahzadeh, (2018) conducted a study on how traveler revisit intention is influenced by quality of service while considering word of mouth and happiness as mediating variables. The study considered Guilan travel agency in Iran as a point of reference. With the sample of 500 travelers, the structural equation modeling was used for analysis. The findings suggested that when travelling agencies provide quality service, they lead to revisit intention emanating from happiness and image of destination. Also, findings revealed that the service quality impacts positively satisfaction. While the previous study focused on investigation of service quality on traveler revisit intention at Guilan travel agencies, the current study focused on examining how tour companies’ service quality affected tourist revisit intention in Arusha tourism destinations.

The study by Alshiha (2022) examined the contribution of leisure center service quality on future revisit intention at Orlando city in United States, while assuming overall tourists’ satisfaction and destination image as mediating variables. The data collected from 313 tourists visited Orlando city showed an affirmative significance association between centers service quality, tourist happiness and destination image. Also, destination image and tourists’ satisfaction seemed to have a great role in mediating service quality of centers and revisit intention. Again Loi et al. (2017) found that the quality of visitor’s vehicles contributes to the intention of tourists to revisit given
consideration to two factors which are destination image and destination contentment. However, this study examined how the tour companies service quality influences tourist revisit intention in Arusha tourism destinations without considering any mediating variables.

Jansri et al. (2020) did a study that aimed to evaluate service quality perceptions of international tourists’ intention to revisit beach routes. The study deployed prevalence design whereby the survey method which involved questionnaire was employed to collect data from 185 international visitors in Langkawi Island in Malaysia. The analysis method was Partial least square structural equation modelling (PLS-SEM). The results suggested that tangibles, responsiveness and assurance play a vital role in international tourist perceptions to service quality. However, this calls more attention for service providers during service encounter to foreign visitors. The study focuses on evaluating the service quality in general that is across all the areas international tourists’ encounter when visiting the beach; however, the current study focused only on tour companies’ service quality on revisit intention to tourists’ in Arusha tourism destinations.

The study conducted by Timur, (2018) aimed to determine the thermal tourists’ quality of service, destination image perceptions and their relationship with revisit intention. The sample of 343 tourists was used in this study conducted at thermal hotels in Balcova and Gonen regions. Analysis was done by using ANOVA, T-test and correlation and regression analysis. Results from the research revealed that revisit intention of thermal tourists’,
destination image perceptions and service quality have a significance connection. Also destination image have a significant effect when acting as a mediating variable between service qualities and revisit intention relationship. This is contrary to the current study which focused on examining the effects of tour companies’ service quality to tourists’ revisit intention in Arusha tourism destinations while considering the tour companies as one of the key players in tourism industry operations.

Canny (2013) conducted a study intended to examine association between service quality, tourists’ happiness and future behavioral intentions. The SERVQUAL model was applied whereby data from 200 domestic visitors at Borobudur temple, Magelang and central Java Indonesia were used to test the model. Data analysis was performed by multiple regression analysis. The results found the existence affirmative relationship between service quality, tourist happiness, tourist happiness and future behavior intentions that referred to as revisit intention in other literature.

The study targeted to investigate if service quality connects to tourist satisfaction. It also intended to examine if tourist satisfaction connects to future behavior intention. However, the current study examined the tour companies’ service quality in relation with tourist revisit intention in Arusha tourism destinations assuming other factors remaining constant.
2.4.2 Studies of Effects of Service Quality on Tourist Revisit Intention in African Context

During the COVID-19 pandemic, Abdou et al. (2022) did a research on yoga tourism with the goal of determining the association between perceived service quality, tourist contentment, and yoga tourists' behavioral intention. 380 yoga tourists were involved to fill the administered questionnaire for the study. Structural equation modeling was deployed for data analysis to establish relationships between the study's constructs. The results indicated that, with visitor pleasure as a mediating factor, the perceived service quality had a substantial impact on yoga tourists' behavioral intention. The study conducted at South Sinai Governorate deviated from the study conducted in Arusha tourism destinations in Tanzania due to the advancement of destinations, infrastructures, and level of technology found in Egypt.

Ramukumba, (2018) conducted a study at Tsitsikamma national park in South Africa which investigated how tourists’ purposes of visit and preference of the park influence revisit intention. The study was quantitative whereby convenience sampling technique was employed to get sample for the study. Questionnaires were deployed for data collection from respondents. The findings revealed that most of tourists visited the park for leisure compared to business intention. Again, study found that there was no significant difference between purpose of visiting and preference of the park once it comes the issue of revisit intention contrary to the current study conducted in Arusha
tourists’ destinations that examined effects of tour companies’ service quality on tourist revisit intention.

Chuchu, (2020) did a study aimed at investigating the influence of airport experience at OR Tambo International Airport in South Africa on tourist revisit intention considering South Africa as destination. The quantitative study involved 503 international travelers as sample size. The structural equation modelling was used for data analysis. The findings revealed that tourists' existing knowledge on destination that is conative destination image is the more influential aspects in revisit intention apart from other factors such as service offered in airport. The study investigated airport experience and how it can influence revisit intention in South Africa as destination for international tourist. This is contrary to the current study conducted in Tanzania which came up with different results as service provided at airport and tour companies seem to differ. Above all, there is a gap in the level of technology and experiences between the two countries in attending tourists.

2.4.3 Studies on Effects of Service Quality on Tourist Revisit Intention in Tanzania Context

Meshack & Prusty (2021) did a study in Tanzania's northern area with the aim to examine the relationship between hotel service quality and patron happiness and loyalty. The study used a descriptive cross-sectional design where 300 visitors from hotels and guest were used as a sample participated to fill in questionnaires. The partial least square structural equation modeling (PLS-SEM) method was used for data analysis. It was revealed that
customers’ happiness has a large and beneficial impact on customer’s loyalty results from the caliber of the services provided. In contrast, the current study examined tour companies’ service quality on tourists' intention to return to Arusha tourist destinations and that the study contributed knowledge to the tourism industry in general and revisit intention based on the quality of service provided by tour companies.

At Mount Kilimanjaro National Park, Delphin et al. (2022) conducted a study to ascertain the impacts of service quality factors on patron retention. The study deployed cross sectional research design which employed questionnaires and interviews to collect data from 104 participants. Descriptive, binary logistic regression and multiple responses were used for data analysis. The results found that all five dimension of service quality model affirmatively affect customer retention. Also the study suggested that service quality should be improved so as to increase retention rate of customer that will contribute to increase in sales. The study based on five dimensions of service quality on patron retention in KINAPA something that may bear different results. However, the current study examined tour companies’ service quality basing on three dimensions of service quality model which are responsiveness, tangibles and assurance on revisit intention of tourists in Arusha tourist destinations which brought contrasting responses.

Mwacha (2019) studied the effects of service quality on customer contentment in the three-star hotels in Arusha city. The study deployed a mixed approach together with descriptive design as part of methodology.
participants were used to fill questionnaires and respond to interviews. Research results revealed the existence of a high and positive relationship between dimensions of service quality and clients happiness. Again, tangibles were the most crucial dimension to customers in three stars hotels in Arusha city. Contrary to the current study examined the effects of tour companies' service quality on tourists' intentions to return to Arusha's tourist destinations by using three dimensions: tangibles, responsiveness, and assurance, the previous study put more emphasis on the effects of service quality on customer satisfaction in 3-star hotels in the city of Arusha.

Sadick (2020) conducted a research in Zanzibar islands at Kiwengwa Hotels on the contribution of service quality on client contentment in hotel industry. The study employed descriptive design whereby data were collected through questionnaires. Descriptive and inferential analysis used for analysis. The results found that tangibles, reliability, responsiveness, price and assurance were significantly positive on customers’ satisfaction contrary to empathy that showed no influence on customers’ satisfaction. The study relied on investigating the service quality in hotels on customer contentment in Zanzibar by using six dimensions: empathy, price, reliability, responsiveness, assurance and tangibles to measure the service quality. On contrary, the current study examined the tour companies service quality on tourist revisit intention in Arusha tourist destinations by using three dimensions: tangibles, responsiveness and assurance.
2.5 Research Gap

Tourist revisit intention (TRI) currently has acquired great attention in tourism industry due to the nature of competition experienced worldwide (Singh & Singh, 2019). Despite the importance of TRI in tourism, still is a challenge for destination marketers in contemporary marketing (Wu et al., 2015; Ayuningtiyas et al., 2014). This has attracted a number of studies by scholars focusing on revisit intention in tourism and hospitality sector in various parts of the world including Tanzania. In Tanzania contrary to other parts of world, study on effects of Tour Company’s service quality on tourists revisit intention is less exhausted given that tourist destinations in Arusha Tanzania differ from those from other countries due to geographical location, difference in technology, culture, infrastructure and destinations image (Singh et al., 2020; Ismail et al., 2017; Kuruuzum & Koksal, 2016; Singh et al., 2022; Meshack & Prusty, 2021; Puri & Singh, 2020). Nevertheless, studies adopted SERVQUAL Model in tourism study have deploy all five dimensions of the model contrary to this which used three dimensions of SERVQUAL Model (Al-Ababneh, 2017; Othman et al., 2019; Aunalaal et al., 2017). To obtain the findings, Logit model was used to gauge service quality against revisit intention of tourist’s contrary to other studies that employed structural equation modeling and partial least square for data analysis (Pin-Fenn Chou et al., 2014; Soleimani & Einolahzadeh, 2019; Perić et al., 2020; Kim et al., 2020). Therefore, this study addressed this knowledge gap by examining the effects of tour companies’ service quality on tourist revisit
intention in Arusha tourist destinations. The study has added knowledge to the existing body of knowledge particularly on tourist’s revisit intention in tourism industry. It is due to the reason that the study has obtained some information which is not reported in the previous studies.

2.6 Conceptual Framework

Conceptual framework presents the relationship between independent and dependent variables for the research study. Independent variables are three dimensions of Service Quality Model, theory developed by Parassuraman et al. (1988) which are Tangibles, Responsiveness and Assurance used to gauge service quality and dependent variable. Tourist Revisit Intention have indicators such as tourists’ intent to return to a destination in the future, plans to return to a destination in the future, efforts to return to a destination in the future, interest in returning to similar destinations in the future, recommendations to others positively on destinations depending on the level of service offered by these tour companies. Each independent variable checked the relationship existing with Tourist’s revisit intention and its influence on revisit intention given the improvement of variable. Hence, this framework was used as a guide tool towards the examination of the effects of tour companies’ service quality on tourist’s revisit intention in Arusha tourism destinations.
**Figure 1: Conceptual framework**

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Dependent variable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tangibles</strong>: Modern shuttles, accessible online, health care, branded shuttles, employees’ appearance, visual materials, ease reservation.</td>
<td><strong>Tourist revisit intention</strong></td>
</tr>
<tr>
<td><strong>Responsiveness</strong>: problem solving, quick service, read to help, not busy, availability, complaints management, addressing queries, frankly speak.</td>
<td>Word of mouth</td>
</tr>
<tr>
<td><strong>Assurance</strong>: service procedures, security assurance, polite treatment, agent of change, efficient and productive, communication, employees behaviour, appropriate personnel.</td>
<td>Recommend to others</td>
</tr>
<tr>
<td></td>
<td>Revisit interest</td>
</tr>
<tr>
<td></td>
<td>Revisit plan</td>
</tr>
</tbody>
</table>

*Source: Adapted and modified from Jansri et al., (2020)*
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology used in this study. It therefore includes the following: research design and approach, study area, targeted study population, sampling procedures and sample size, sources of data and data collection methods and data analysis methods. The chapter finally describes validity and reliability of the study, data analysis procedures and ethical consideration.

3.2 Research Design and Approach

The study used cross-sectional research design whereby survey method was deployed as a data collection method from tourists visited Arusha tourist destinations. Such design was used because it is simple to implement. Moreover, the design provides a chance for a researcher to compare variables. Above all, the limited time and resources made the researcher to study the selected population once (Wang & Cheng, 2020). Likewise, the study deployed quantitative research approach where service quality model (SERVQUAL) was used to examine the influence of independent variables (Tangibles, Responsiveness and assurance) on dependent variable (Tourist revisit intention) in Arusha tourist destinations. This approach assume generalization and replication of the findings, defend against bias, control of alternative explanations, as well as testing theories (Creswell, 2014).
3.3 **Study Area**

This study was conducted in Arusha tourist destinations including Arusha national park, Mount Meru, Momella lake, lake Dulluti, Olduvai gorge, Ngorongoro creator, Ngurdoto creator, Meserani snake parks and Chemka hot spring located in Arusha Tanzania. The reason for choosing Arusha tourist’s destinations is that Arusha is the gateway to the majority of the tourist attractions in northern Tanzania including Ngorongoro Conservation Area, Tarangire National Park, Lake Manyara National Park, Serengeti National Park, Mount Kilimanjaro, Olduvai Gorge and many others. The majority of travelers who fly to Kilimanjaro International Airport (KIA) get to Arusha as their primary destination point. Due to the presence of the African Court on Human and Peoples' Rights, the International Criminal Tribunal for Rwanda, and the East African Community in this city, Arusha functions as an important global diplomatic hub (TTB magazine, 2017). It serves as the starting point and hub for the northern Tanzania safari circuit and draws numerous visitors from across the world (MNRT, 2020).

3.4 **Study Population**

In this study, the population involved were tourists visited Arusha tourists’ destinations such as Tarangire National Park, Ngorongoro Conservation Area (NCA), Arusha National Park and other destinations located in Arusha via Ranger safaris limited, Leopard tours limited, Tanzania Specialists, Simba safaris and Tanganyika Wildlife Safaris (TAWISA) tour companies. The reason for selection of these tour companies is that these are big tour
companies in Arusha with enough experiences to deal with tourists from different parts of the world. Further, the companies receive more tourists visiting different destinations in the country. Above all, Arusha has many tour companies recording a good number of tourists (Lugendo, 2021).

3.5 Sample Size Determination and Sampling Procedures

3.5.1 Sample Size Determination

The sample of the study was obtained through the use of Cochran’s (1997) formula. This is a formula for finding sample size when the population is infinite (that is one do not know exact number of the population). Equation 1 presents the Cochran’s formula.

\[
n = \frac{Z^2 \cdot p \cdot q}{e^2}
\]

In the given formula above, \( n \) denotes sample size, \( Z \) denotes the critical value of a suitable confidence level (in this case 1.96 for a 95% confidence level), \( p \) denotes the proportion in the population of interest (in this case 50%), \( q \) is equal to 1-\( p \), and \( e \) denotes the allowable margin of error which is frequently set at 0.05. The final sample size is 384 respondents as indicated in equation 2.

\[
n = \frac{(1.96)^2 \cdot 0.5 \cdot 0.5}{0.05^2} = 384.16 \approx 384
\]

3.5.2 Sampling Procedures

The study employed simple random sampling method to get sample from which data were collected to address the problem. This method was used
under the assumption that the population is homogeneous; meaning that each element possesses the same kind of traits and adheres to the target population's defined requirements (Datta, 2018). Researcher selected tourists who visited tourists’ destinations in Arusha region via five selected tour companies and provide them with questionnaires to those who were willing to participate.

3.6 Source and Methods of Data Collection

3.6.1 Source of Data

This research used only primary data to address the problem of interest. The primary data were obtained through administering questionnaires. The questionnaire method has significant benefits as it is useful for gathering data from a large population. Frequently anonymity can be simply preserved. A well-designed questionnaire can produce data that is simple to organize, tabulate, and analyze. The employment of the questionnaire is a well-liked technique (Kabir, 2016).

The data collected involved three dimensions of service quality (tangibles, responsiveness and assurance) as independent variables and tourist revisit intention as dependent variable. The researcher computed index of each dimension of service quality used by taking perceived service minus expected service in order to obtain quality of service experienced by tourists. Tourists revisit intention was treated as binary variable whereby tourists intended to revisit destinations in which they were valued and vice versa.
3.6.2 Data Collection Methods and Instruments

3.6.2.1 Survey Method

The researcher in this study used survey method in data collection. The survey is a questionnaire that includes inquiries on the topic of the study. Depending on the research topic, different questions of different formats, contents were developed. The development of computer-aided statistical programs facilitated the processing and interpretation of the data acquired from the surveys was the main rationale for rising prevalence of surveys. Questionnaires became the perfect data gathering method for the study because the researcher managed to collect data from a large number of respondents (Altunisik et al., 2005). This method deployed questionnaire as tool or instrument for data collection as discussed in the subsequent sections.

3.6.2.2 Questionnaire

A questionnaire is a list of questions sent to respondents or participants in order to collect data or feedback on a specific topic (Roopa & Rani, 2012). When properly created and used, questionnaires can be a vital tool for drawing conclusions about specific people, groups, or entire populations. Basically, questionnaire is a useful method for obtaining a wide range of information from a sizable population of people known as respondents. This is true because well-designed questionnaires are essential to a survey's success, if the survey's questions are pertinent, strategically placed, appropriately scaled, and constructed in order to represent the participants' views and opinions (Roopa & Rani, 2012).
In this study, the researcher employed closed ended questions. Closed ended questionnaire deployed had seven points Likert scale that ranged from “1 = strongly disagree, 2 = disagree, 3 = mildly disagree, 4 = neutral, 5 = mildly agree, 6 = agree and 7 = strongly agree”. The seven point Likert scale was deployed to scale responses in this survey because it provides specific information. Furthermore, it is the most accurate point scale when evaluating consumer comments. Above all, it is a little bit better than 5-point scales despite the diminishing benefits after about 11 points. The psychometric research suggests that using more scale points is better because it raises the level of accuracy. Seven point Likert scale was deployed by other researchers in similar studies involving service quality in tourism industry and other service sectors such as education (Magasi et al., 2022, Schwab et al., 2022 & Mashenene 2019). This tool is cost effective in terms of time, money and energy as it helps to collect adequate information in a dispersed population within the shortest time possible (Gurbuz, 2017).

3.7 Validity and Reliability

3.7.1 Reliability

Replication, accuracy, trustworthiness, and consistency of the research are all measured by reliability (Chakrabartty, 2013). In order to gauge reliability, a coefficient was used. The coefficients are deemed relevant if they provide values greater than 0.7. However, the coefficients above 0.8 are regarded as extremely good (Madan & Kensinger, 2017). Study variables in table 2 were tested by using Cronbach’s Alpha and bared the following coefficients as
results for each variable. Tangibles index has coefficient of 0.816 which tests significant and responsiveness index coefficient was 0.719 which tests significant too and assurance index coefficient was 0.775 that tests significant as well.

Table 2: Reliability test (n= 304)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibles</td>
<td>0.816</td>
<td>7</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.719</td>
<td>8</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.775</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>0.834</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field survey (2023)

All variables tested significant as per Cronbach’s Alpha coefficient which is equal to 0.7 and above is acceptable, while the coefficient above 0.8 is extremely good (Mashenene, 2019). The tangibles index variable was more significant than other variables like responsiveness and assurance as appeared with coefficient of 0.816. This means that tangibles have more influence than other variables. The overall variables coefficient was 0.834 that tests strong and extremely good in terms of the study reliability.

3.7.2 Validity

Validity refers to the situation in which research findings produced through data analysis reflect the reality of the issue being studied (Fowler, 2018). It
considers if a device actually measures what it is supposed to be measured. The research instrument's items checked the content validity to see if it represents the whole subject matter. However, before the actual study, the questionnaires pretested in to see the applicability. As such, a small sample of responses was stationed to ascertain people's comprehension and ability to respond to the questions, punctuate the areas of confusion, look for any routing crimes, and provide an estimate of the typical time it takes to complete each questionnaire (Roopa & Rani, 2012).

3.8 Data Analysis

The act of collecting, modeling, and assessing data in order to produce information that helps decision-making is known as data analysis (Diriye, 2018). The researcher used the descriptive analysis method to analyze demographic data and conduct primary analysis before employing inferential methods for further analysis.

The study included three specific objectives; to assess the influence of tour company’s service tangibles, to determine the influence of Tour Company’s service responsiveness and to ascertain the influence of Tour Company’s service assurance on tourist’s revisit intention in Arusha tourist destinations. Binary logistic regression was used to analyse objective one, two and three of the study given the nature of independent variables which are Tangibles, Responsiveness and Assurance and dependent variable which was Tourist revisit intention. The researcher used binary logistic regression because the dependent variable was dichotomous or binary, meaning that dependent
variable has two possible outcomes that is “YES” or “NO” based on the tourist decision on revisit intention to destinations. The researcher gauged the strength and direction of relationship that exists between predictors’ variables and outcome variable depends on the data collected. This study employed the following logistic regression equation.

\[
\ln \left( \frac{P_i}{1 - P_i} \right) = \beta_0 + X_i' \beta + \mu_i \\
\]

Where \( P_i \) is the likelihood that the tourist intends to revisit the tourist destination and \( 1 - P_i \) otherwise, \( \beta_0 \) is a constant term, \( X_i' \beta \) is a vector of the independent variables comprising of the three dimensions of service quality included in this study involving tangibles, responsiveness, and assurance while \( \mu_i \) is an error term.

3.9 Ethical Considerations

The researcher took into account ethical considerations in this study that are crucial for any research study. The researcher followed four fundamental principles in the process, including protocol compliance, informed permission, privacy protection, and confidentiality (Creswell, 2014).

Furthermore, the researcher abides by the normal ethical practices that arise when conducting research, as well as procedural ethics, which typically requires gaining approval from the relevant authorities before conducting the study. It is for the reason that the other part of research ethics is explained by professional standards of ethics (Islam & Samsudin, 2020).
CHAPTER FOUR

4.0 FINDINGS AND DISCUSSION

4.1 Introduction
This chapter presents the findings and discussions. Section 4.2 presents the descriptive statistics which involves; demographic information of respondents, tourists continent of origin, respondents revisit intention, tourists perceived revisit intention and perceived service quality at Arusha tourists destinations. While section 4.3 presents inferential statistics which involves; model goodness for fit test, linearity test, multi-collinearity, observations independence test, correlation analysis and binary logistic regression results.

4.2 Demographic Information's of Respondents
Table 3 presents descriptive statistics on the social and demographic information (age, sex, marital status, number of visits, purposes of visit and information source) of respondents visiting Arusha tourist destinations that helped to provide general overview that facilitates analysis and discussion of findings. The study targeted 384 respondents to feel the questionnaires in different tourist destinations in Arusha like destinations gates, hotels, and other catchment areas in Arusha. Due to limited time and respondents schedules only 304 respondents filled questionnaires effectively which was equal to 79.2% of the targeted respondents.

4.2.1 Gender of Respondents
Results showed that males visited more (52.3%) than females (47.7%). This implies that males are likely to visit Arusha tourism destinations more than females because of income capacity or interest to attractions in Arusha.
4.2.2 Age of Respondents

A large proportion of those visiting the tourist destinations were youths aged 10 -35 years (52.3%) followed by adult aged 36 - 60 years (39.8%) and the smallest proportion was that of elders aged 61 years and above (7.9%). The findings indicate that youths are likely to visit tourist destinations in Arusha due to the fact that they are more exposed to adventures as well as their interest to explore the world.

4.2.3 Marital Status of Respondents

The findings showed that most of tourists visited destinations were unmarried (51.6%) compared to married (47%), while widows and divorced were 1.3% of the total visitors. This implies that unmarried individuals are more likely to visit destinations in Arusha compared to married once. This can be explained that those who are single have ample time to make visit.

4.2.4 Respondents Purpose for Visit

Results from the study depicted that most of visitors in Arusha tourists’ destinations make visits for the purposes of recreation and leisure (86.2%). The remaining percentage of visitors make visit for the purposes of meetings and conferences (6.9%), business reasons (6.6%) and greeting relatives (0.3%). This implies that the majority of visitors in Arusha come due to recreation and leisure. The other factors like meetings and conferences attract small number of visitors.
<table>
<thead>
<tr>
<th>Variable</th>
<th>Category</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>159</td>
<td>52.3</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>145</td>
<td>47.7</td>
</tr>
<tr>
<td>Marital status</td>
<td>Single</td>
<td>157</td>
<td>51.6</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>143</td>
<td>47.0</td>
</tr>
<tr>
<td></td>
<td>Widow</td>
<td>3</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Divorced</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>Purpose for visit</td>
<td>Recreation and Leisure</td>
<td>262</td>
<td>86.2</td>
</tr>
<tr>
<td></td>
<td>Meetings and Conference</td>
<td>21</td>
<td>6.9</td>
</tr>
<tr>
<td></td>
<td>Business reasons</td>
<td>20</td>
<td>6.6</td>
</tr>
<tr>
<td></td>
<td>Greeting relatives</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>Number of visits</td>
<td>One time</td>
<td>240</td>
<td>78.9</td>
</tr>
<tr>
<td></td>
<td>Two times</td>
<td>51</td>
<td>16.8</td>
</tr>
<tr>
<td></td>
<td>Several times</td>
<td>13</td>
<td>4.3</td>
</tr>
<tr>
<td>Source of information</td>
<td>Friends and Relatives</td>
<td>104</td>
<td>34.2</td>
</tr>
<tr>
<td></td>
<td>Internet and Social media</td>
<td>133</td>
<td>43.8</td>
</tr>
<tr>
<td></td>
<td>Tour companies &amp; Operators</td>
<td>53</td>
<td>17.4</td>
</tr>
<tr>
<td></td>
<td>Tourism exhibitions</td>
<td>14</td>
<td>4.6</td>
</tr>
<tr>
<td>Age</td>
<td>Youth</td>
<td>159</td>
<td>52.3</td>
</tr>
<tr>
<td></td>
<td>Adults</td>
<td>121</td>
<td>39.8</td>
</tr>
<tr>
<td></td>
<td>Elders</td>
<td>24</td>
<td>7.9</td>
</tr>
</tbody>
</table>

**Source:** Field survey (2023)
4.2.5 Number of Visit of Respondents

Based on table 3 above, it is observed that the large number of tourists visiting Arusha tourist destinations came for the first time (78.9%) followed by those visited for the second time (16.8%). The last group of visitors is that visited destinations several times (4.3%), that means, more than two times in different duration. This implies that most visitors in Arusha tourist destinations come once and only few make re-visitation because they either found nothing new to revisit or limited financial resources.

4.2.6 Respondents Source of Information

The findings show that the tourists obtained information about Arusha tourists destinations from internet and social media (43.8%) forming a large extent source of information followed by friends and relatives (34.2%). The other information is obtained from tour companies and operators (17.4%) and for smallest extent; the information comes from tourism exhibitions (4.6%). This means that tourists visited Arusha tourist destinations obtained information via internet and social media and other sources do not spread information to meet the larger audience who are tourists.

4.2.7 Tourist’s Revisit Intention in Arusha Tourists Destinations

The target of this sub-section is to establish responses of tourists based on service received from tour companies which either influenced visitors to revisit or not revisit Arusha tourists destinations. Figure 3 below summarizes the findings of tourists revisit intention in Arusha tourists destinations based on services companies provide to tourists.
Results showed that tourists had intention to revisit (82%) while others had no interest to revisit (18%). These implies that service provided by tour companies to most of tourists was impressive to let them think of revisit, recommend destinations to others, revisit similar destination(s) and recommend positively about destinations as described in table 4.

4.2.8 Tourists Perceived Revisit Intention in Arusha Tourist Destinations

This subsection entails about tourists perceptions on revisit intention based on seven points likert scale ranging from strongly disagree to strongly agree. This targeted to get respondents opinions which are helpful in inferential findings discussion. From Table 4, tourists were rated their intention to revisit Arusha tourists destinations based on the statements provided which were scaled by seven points Likert scale (1=Strongly disagree, 2=Disagree, 3=...
Mildly disagree, 4= Neutral, 5= Mildly agree, 6= Agree, 7= Strongly agree).
The first statement “I want to revisit” most of them marked agree (40.1%) followed by strongly agree (27.6%), mildly agree (22.4%) and the remaining points scored less than 10 percent. The second statement “I plan to revisit” mildly agree (33.2%) was highly rated followed by agree (29.9%), strongly agree (21.4%), neutral (11.2%) and the remaining scored less than 5 percent in total. The third statement “I will make effort to revisit” neutral (49.3%) almost half of tourists rated, followed by mildly agree (17.4%), strongly agree (14.1%), agree (11.5%) and the remaining points scored below 8 percent in total. The fourth statement “I will revisit similar destination(s)” the large extent scored agree (42.1%) then mildly agree (27.6%), strongly agree (24.7%) and the total portion remaining was less than 6 percent. The fifth statement “I can refer my friends/relatives” was highly supported as strongly agree (42.1%), agree (34.5%), mildly agree (21.7%) whereby the remaining four points scored less than 2 percent in total. And the last statement “I speak positive about the destination(s)” strongly agree (53.3%) was highly rated followed by agree (34.5%), mildly agree (10.5%) and the remaining portion of four points rate were less than 2 percent.
Table 4: Tourists perceived revisit intention (n = 304)

<table>
<thead>
<tr>
<th>Tourists perceived revisit intention</th>
<th>SD</th>
<th>D</th>
<th>MD</th>
<th>N</th>
<th>MA</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to revisit</td>
<td>0.7</td>
<td>1.6</td>
<td>1.3</td>
<td>6.3</td>
<td>22.4</td>
<td>40.1</td>
<td>27.6</td>
</tr>
<tr>
<td>I plan to revisit</td>
<td>0.7</td>
<td>2.3</td>
<td>1.3</td>
<td>11.2</td>
<td>33.2</td>
<td>29.9</td>
<td>21.4</td>
</tr>
<tr>
<td>I will make effort to revisit</td>
<td>0.3</td>
<td>3</td>
<td>4.3</td>
<td>49.3</td>
<td>17.4</td>
<td>11.5</td>
<td>14.1</td>
</tr>
<tr>
<td>I will revisit similar destination</td>
<td>0.0</td>
<td>0.3</td>
<td>0.7</td>
<td>4.6</td>
<td>27.6</td>
<td>42.1</td>
<td>24.7</td>
</tr>
<tr>
<td>I can refer my friends/relatives</td>
<td>0.0</td>
<td>0.3</td>
<td>0.7</td>
<td>0.7</td>
<td>21.7</td>
<td>34.5</td>
<td>42.1</td>
</tr>
<tr>
<td>I speak positive about the destination</td>
<td>0.0</td>
<td>0.3</td>
<td>0.3</td>
<td>1</td>
<td>10.5</td>
<td>34.5</td>
<td>53.3</td>
</tr>
</tbody>
</table>

**Note:** SD=Strongly disagree, D= Disagree, MD= Mildly disagree, N= Neutral, MA= Mildly agree, A= Agree, SA= Strongly agree

**Source:** Field survey (2023)

Generally, the statements of high scores range from mildly agree to strongly agree except the forth statement (I will make effort to revisit) in which the large number of tourists scored neutral (49.3%). The results concur with the findings as in figure 3 which shows that tourists recommended to revisit tourists destinations (82%) against those recommended not to revisit (18%). These findings imply that most of respondents recommended revisiting Arusha tourist destinations as almost all statements with high percent ranged from mildly agree to strongly agree except one statement which had high rate of neutral responses. This means that most of tourists are willing to revisit, talk positive and recommend Arusha tourist destinations to others.
4.2.9 Perceived Tour Company’s Service Quality at Arusha Tourist’s Destinations

This subsection describes perceived tour company’s service quality by comparing perceived service against expected service by tourists. This focused to see whether there is a negative or positive gap in service provision. This helps to comment on the level and status of quality of service in particular industry or organization during discussion of findings. Table 5 below presents the index of three service quality dimensions (tangibles, responsiveness and assurance) computed from perceived service mean minus expected service mean of each variable. The results depicted that all three dimensions of service quality had positive index that means that tourists were over satisfied/delighted with service provided. As such, the perceived service by tourists exceeds their expectations. The tangibles index of 0.0619 portrayed that service provided by tour companies based on tangibles perceived service exceeded their expectations by that value. The perceived responsiveness exceed expectations of tourists by 0.1809 being the value of responsiveness index during service provision. Dimension concerning the assurance had the value index of 0.2017. This means that the depicted service perceived by tourists on assurance exceeds expectations by value of the index. In general, assurance dimension was more compelling to tourists compared to other dimensions (responsiveness and tangibles) due to its high value index of 0.2017 where the tangibles dimension was the least due to lowest value index of 0.0619. This implies that tour companies do well on assurance. Therefore, more efforts are needed
for tangibles and responsiveness without ignoring assurance which was the most successful.

**Table 5: Perceived Service Quality at Arusha Tourists Destinations (n = 304)**

<table>
<thead>
<tr>
<th>Service quality dimensions</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>P - E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived tangibles</td>
<td>5.8736</td>
<td>0.72875</td>
<td>0.0619</td>
</tr>
<tr>
<td>Expected tangibles</td>
<td>5.8117</td>
<td>0.76225</td>
<td></td>
</tr>
<tr>
<td>Perceived responsiveness</td>
<td>6.0806</td>
<td>0.6957</td>
<td>0.1809</td>
</tr>
<tr>
<td>Expected responsiveness</td>
<td>5.8997</td>
<td>0.67319</td>
<td></td>
</tr>
<tr>
<td>Perceived assurance</td>
<td>6.1385</td>
<td>0.66661</td>
<td>0.2017</td>
</tr>
<tr>
<td>Expected assurance</td>
<td>5.9368</td>
<td>0.72045</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Field survey (2023)

### 4.3 Inferential Statistics

#### 4.3.1 Model Goodness for Fit Test

This subsection on goodness of fit describes how well a statistical model matches the collection of study observations. The binary logistic regression model fits the study as table 6 presents omnibus model tests where p value is less than 0.05 (0.000). This implies the model is statistically significant as chi-square ($\chi^2$) test indicates that the model adequately describes data. Again, table 10 presents Hosmer and Lemeshow chi-square is 4.72 and $p =0.787$ which indicates that the p value is statistically insignificant as $p > 0.05$ which means that the model adequately describes data.
Table 6: Omnibus tests of model coefficients (n = 304)

<table>
<thead>
<tr>
<th></th>
<th>Chi-square</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step</td>
<td>81.539</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Block</td>
<td>81.539</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Model</td>
<td>81.539</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Field survey (2023)

4.3.2 Tests for Assumptions of Binary Logistic Regression

4.3.2.1 Linearity Test

This subsection on linearity test in binary logistic regression assumes the existence of linearity of independent variables and log odds. Additionally, the independent variables must have a linear relationship with the log odds. Table 7 presents results that revealed there is significance linearity between tangibles index and other variables (responsiveness and assurance indexes) at p=0.000. Again, the deviation from linearity is insignificant as it is greater that 0.05(p=0.111). This implies tangibles have linear relationship with other independent variables. Responsiveness index linearity tested significant at p=0.000 against other variables (tangibles and assurance indexes). Also deviation from linearity was insignificant as it was greater than 0.05 (p=0.166). Hence, responsiveness has linear relationship with other independent variables (Table 7). Assurance index linearity was significant to other variables (responsiveness and tangibles) at p=0.000. The deviation from linearity was insignificant at p=0.068 which is greater than 0.05. This means assurance and other independent variables have linear relationship (Gregory & Bader, 2018). This indicates that all predictor variables have linear relationship to each other and log odds.
Table 7: Linearity test (n=304)

<table>
<thead>
<tr>
<th></th>
<th>Tangibles index</th>
<th></th>
<th></th>
<th>Responsiveness index</th>
<th></th>
<th></th>
<th>Assurance index</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>df</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linearity</td>
<td>1</td>
<td>0.000</td>
<td></td>
<td>1</td>
<td></td>
<td>0.000</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dev. from linearity</td>
<td>48</td>
<td>0.111</td>
<td></td>
<td>32</td>
<td></td>
<td>0.166</td>
<td>0.068</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Field Survey (2023)

4.3.2.2 Multi-Collinearity Test

This subsection on multi-collinearity test requires little or no multi-collinearity among the independent variables for a logistic regression to be valid. This implies that there shouldn't be a lot of correlation between independent variables. The values of variance inflation factor (VIF) should be equal or less than ten (10) so that it can be argued that there is no multi-collinearity between variables (Magoma et al., 2022; Epaphra, 2020). Results from table 7 revealed that predictor variables; tangibles, responsiveness and assurance had VIF 1.758, 2.305 and 2.012 respectively which is less than 10 with moderate VIF cannot affect interpretation of individual effects of predictors. This suggests that there is no multi-collinearity existed between the variables and data collected. Also, the tolerance of predictor variables (tangibles, responsiveness and assurance) is more than 0.10 which is the minimum level of tolerance acceptable. (Magoma et al., 2022; Epaphra,
2020). Hence there is no multi-collinearity between study independent variables.

**Table 8: Multi-Collinearity test (n=304)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.784</td>
<td>0.021</td>
<td>37.56</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Tangibles</td>
<td>0.053</td>
<td>0.031</td>
<td>0.121</td>
<td>1.744</td>
<td>0.082</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.569 1.758</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.114</td>
<td>0.038</td>
<td>0.237</td>
<td>2.994</td>
<td>0.003</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.434 2.305</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.056</td>
<td>0.033</td>
<td>0.125</td>
<td>1.686</td>
<td>0.093</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.497 2.012</td>
</tr>
</tbody>
</table>

*Source: Field Survey (2023)*

**4.3.2.3 Test for Independence of Observations**

This subsection on observations independence assumes in logistic regression that, the observations must be unrelated to one another. In other words, observations shouldn't be based on repeated measurements or matched data. Table 9 presents correlation analysis which indicates moderate and weak relationship between variables as coefficients ranges from 0.342 to 0.691. This indicates that observations independence assumption has not violated as no high correlation between variables. Again, table 7 presents VIF for predictor variables that showed no multi-collinearity. Absence of high multicollinearity implies that observations independence cannot be violated since the standard error (SE) cannot be inflated or lead to bias of coefficients.
4.3.3 Relationship of Tour Company’s Service Quality Variables and Tourists Revisit Intention.

This subsection addresses the relationship between service quality variables (tangibles, responsiveness and assurance) and tourist’s revisit intention. Service quality variables are among the factors influencing tourists revisit intention based on their performance in service delivery. Also, service quality variables enabled researcher to measure the level service quality play significant role in tourist revisit intention which is the major theme in this study. The correlation coefficients rule of Thumb states that ± 0.91 to ± 1.00 = Very strong, ± 0.71 to ± 0.90 = High, ± 0.41 to ± 0.70 = Moderate, ± 0.21 to ± 0.40 = Weak but definite relationship and ± 0.00 to ± 0.20 = Slight, almost negligible (Sellar & Arulrajah, 2019). Table 9 presents relationship between service quality variables (tangibles, responsiveness and assurance) and tourists revisit intention in Arusha tourists’ destinations. Tangibles index have positive association with tourists revisit intention at 0.342 which indicated that association between the two variables is weak. This implies tangibles relationship with tourists revisit intention in Arusha tourist’s destinations was weak given the way tourists perceived tangibles during service encounter. For responsiveness index was positively associated with tourists revisit intention at 0.400 which signifies a moderate relationship between these two variables in the study. This implies tour companies’ service quality and responsiveness influenced tourist’s revisit intention moderately based on tourists recommendations. Further, assurance index in this study had a positive
relationship with tourists revisit intention at 0.357 which means the association between the two variables is weak. This implies assurance in tour company service quality had little relationship with tourist’s revisit intention. that is, the predictions of assurance to revisit intention was weak.

**Table 9: Correlation analysis (n = 304)**

<table>
<thead>
<tr>
<th></th>
<th>Revisit intention</th>
<th>Tangibles</th>
<th>Responsiveness</th>
<th>Assurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revisit intention</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangibles</td>
<td>.342**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsiveness</td>
<td>.400**</td>
<td>.634**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>.357**</td>
<td>.561**</td>
<td>.691**</td>
<td>1</td>
</tr>
</tbody>
</table>

**Correlation is significant at 1%**

**Source:** Field survey (2023)

On the other side, tour company’s service quality variables (tangibles, responsiveness and assurance) associate with each other as described in table 9. Responsiveness index associates with tangibles index at 0.634. Also, the assurance index associates with tangibles index at 0.561. Lastly, responsiveness index associates with assurance at 0.691. This implies all independent variables (tangibles, responsiveness and assurance) have positive relationship and moderate association with each other.

**4.3.4 Binary Logistic Regression Results**

**4.3.4.1 Regression Results on Tour Company’s Service Quality Tangibles**

Tangibles index presented in table 10 was positively and significantly associated to tourists revisit intention at the coefficient of 1.595 at p=(0.046).
This implies that a unit increases in tangibles index influences the likelihood of tourists revisit intention in Arusha tourists destinations by 59.5%. Tangibles influence the likelihood of tourists revisit intention positively because tourists encounter tangibles time to time either by use, see, feel or even experience in the whole process of service delivery. Tangibles reveal the actual state and type of service the customer received together with company's performance. This is the most important aspect since it accurately depicts the type and volume of service consumers received given the physical features of facilities used during service encounter. (Ali et al., 2021; Abdulla et al., 2017). Likewise, tangibles play a fundamental role to most of tourists to satisfy. The role it plays creates a positive first impression for visitors that accelerate good experience that in turn influence the likelihood of re-visititation. The same was observed in the study by Mwacha (2019) who found a positive relationship between tangibles and satisfaction in three stars hotels in Arusha. In line with that, Delphin et al. (2022) reported the same that tangibles have positive association with customer retention at Kilimanjaro National Park. These results concur with that from a study investigated relationship between service quality tourists’ satisfaction and revisit intention in Jaipur which found that tangibles as one of service quality dimension was significant to tourist revisit intention (Singh et al., 2020). Furthermore, these findings are in line with results of the study by yoga tourists perceived service quality on tourists’ behavioral intention who found that tangibles as part of perceived service quality has a high positive and significant influence on
tourists’ behavioral intention (Abdou et al., 2022). Also, the results are in harmony with those of Nguyen (2020) who reported that tangibles were crucial constructs in influencing tourist satisfaction that results into revisit intention in the future (Singh et al., 2020). However, the findings are contrary to those of Ismail et al. (2017) who reported that tangibles were not correlated with customer satisfaction as mediating factor to revisit intention.

4.3.4.2 Regression Results on Tour Company’s Service Quality Responsiveness

Responsiveness index presented in table 10 was significant and it was positively associated with tourists revisit intention at the coefficient of 3.343 at \( p=(0.001) \). These results imply that a unit increase in responsiveness index will results to 234.3% likelihood of tourists revisit intention in Arusha tourists’ destinations. Responsiveness variable being one of the service quality dimensions is fundamental to tourists revisit intention in tourists’ destinations during service encounter. Responsiveness has positive association with revisit intention in this study due its roles like accuracy of service, willingness to perform and promptness in service provision which acts as value measurement by the clients (tourists). These aspects add value to responsiveness and increase the positive relationship to customers’ satisfaction, loyalty, retention and revisit intention due to positive experience during service encounter. These results concur with those of Ali et al. (2021); Meshack & Prusty (2021) and Mwacha (2019) in hospitality industry based on customer satisfaction and loyalty. Also, responsiveness in service quality was found to have positive association with tourism and hospitality industries.
when problem solving, quick and prompt service, readiness to help, timeliness, availability of service provider, channels of addressing queries and providing feedback and level of dedication performed well by service providers. The results revealed that responsiveness variable influences revisit intention as tourists are interested to be saved on time, know exactly when service will be performed and given attention in every stage during service encounter. Also, responsiveness touches important aspect such as service to be performed in the level that defines professionalism and problems and queries to be dealt effectively. These make tourists feel comfortable and enjoy the service and remain with the positive experience that activates the need and interest to revisit. These results are in line with Singh et al. (2020) who disclosed that responsiveness was important attributes of service quality as it resulted into tourist satisfaction which has significant contribution in revisit intention. Likewise, Jansri et al. (2020) and Timur (2018) support these findings when they argue that there is a positive relationship between responsiveness and revisit intention. However, these findings run contrary to Nguyen (2020) who argues that responsiveness of service quality attributes do not support tourist satisfaction resulting into revisit intention of tourist in Jaipur city.
Table 10: Effect of Tour Company’s Service Quality on Tourist Revisit Intention (n=304)

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>df</th>
<th>Sig.</th>
<th>Exp(B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibles</td>
<td>0.467</td>
<td>0.254</td>
<td>3.392</td>
<td>1</td>
<td>0.046</td>
<td>1.595</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>1.207</td>
<td>0.37</td>
<td>10.667</td>
<td>1</td>
<td>0.001</td>
<td>3.343</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.35</td>
<td>0.291</td>
<td>1.454</td>
<td>1</td>
<td>0.228</td>
<td>1.42</td>
</tr>
<tr>
<td>Constant</td>
<td>1.534</td>
<td>0.175</td>
<td>76.528</td>
<td>1</td>
<td>0.000</td>
<td>4.638</td>
</tr>
</tbody>
</table>

-2 Log likelihood 205.915

Cox & Snell R Square 0.235

Nagelkerke R Square 0.385

Hosmer and Lemeshow

\[ \chi^2 = 4.72, \]

\[ P = 0.787 \]

Source: Field survey (2023)

4.3.4.3 Regression Results on Tour Company’s Service Quality Assurance

Tour companies service quality assurance index presented in table 10 had a positive relation with tourist’s revisit intention although statistically tested insignificant. The findings from the study imply that assurance index has not direct influence on tourists revisit intention in Arusha tourists destinations. Assurance in this study involves attributes like service provision procedures, politeness/courteous, tourists’ security, staff innovation in service provision, staff efficiency, appropriate personnel and employees communication skills and confidence. These results revealed assurance attributes were not point of interest by tourists when deciding to revisit destinations. This means tangibles and responsiveness formed three predictive variables in this study were more
appealing in relation to assurance. These findings are in line with those of Nguyen et al. (2020) who assert that only responsiveness and tangibles are significant. They further argue that reliability and empathy were insignificant and loyalty to tourists’ satisfaction resulting into revisit and recommendations to others. These findings are however contrary to those of Jansri et al. (2020) and Timur (2018) who report that service quality dimensions like assurance is significant and it is positively associated with revisit intention in beach tourism in Langkawi Island and thermal tourism in Balcova and Gonen regions respectively.
CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the research findings on effects of tour company’s service quality on tourists revisit intention at Arusha tourists’ destinations, conclusion remarks and recommendations for the results. It finally presents recommendations for further studies to improve tourism industry in the future.

5.2 Summary of Research Findings

This study focused on effects of Tour Company’s service quality on tourists revisit intention in Arusha tourist destinations. The study was guided by main objective to examine the effect of Tour Company’s service quality on tourist’s revisit intention in Arusha tourist destinations. Cross-sectional research design was deployed where questionnaire was a tool for data collection at Arusha tourist destinations via five selected tour companies to include: Ranger safaris limited, Leopard tours limited, Tanzania Specialists, Simba safaris and Tanganyika Wildlife Safaris (TAWISA). Likewise, descriptive and inferential analysis was performed through using Statistical Package of Social Science (SPSS) 25 software.

The study findings revealed that males visited Arusha tourist destinations more than female by 52.3%. Nevertheless, youth was the group that visited destinations in Arusha mostly by 52.3% compared to adults and elders. The findings disclosed that most visitors were from Europe by 33.2% where most
of them visited destinations for the first time (78.9%) and their visit was influenced by recreation and leisure (86.2%). It was further revealed that most of tourists recommended to revisit destinations (82%) when they get chance to do so. Moreover, it was revealed that tourists are in position to recommend positively to others about destinations. The findings confirm that tourists revisit intention is positively affected by tangibles and responsiveness of tour companies which was the target of the study. This implies that revisit intention can further be improved when tangibles, responsiveness as part of service quality dimensions are well addressed. These findings extend and confirm the results by Soleimani & Einolahzadeh (2018) and Delphin et al. (2022).

The three variables (tangibles, responsiveness and assurance) used to gauge service quality in tour companies in Arusha tourist destinations had positive index which implies that tourists were over satisfied/delighted by service provided. This implies that variables as means of service quality measurement performed beyond tourists’ expectations something which created positive influence towards revisit intention based on the quality of service provided. Further, findings found that all variables (tourists revisit intention, tangibles, responsiveness and assurance) involved in the study had positive relationship and significant at p = 0.01. Though, most of variables had weak correlations and only few had moderate correlations. Correlation coefficients signify the independent variables were independent from each other due to weak and moderate correlations. It also implies that tangibles,
responsiveness and assurance had weak and moderate correlation with tourists’ revisit intention. This means there is a room for other factors to influence revisit intention such as pricing, cultural attractions and accessibility that can be taken as area for further study.

Research findings revealed that tangibles index influences positively tourist revisit intention. This implies a unit increases in tangibles index variable will influence likelihood of tourists’ revisit intention in Arusha tourists destinations by 59.5%. Based on the findings, tangibles have a room to contribute more in revisit intention when the aspects concerned will be improved or performed more appropriately. Likewise, responsiveness positively influenced tourists revisit intention. Implying that a unit increases in responsiveness index variable will influence the likelihood of tourist revisit intention in Arusha tourist destinations influence by 234.3 %. This indicates that responsiveness has a big chance to influence revisit intention compared to other factors (tangibles and assurance). This means, in the context of Arusha, responsiveness has more implication in revisit intention. Thus, more effort should be made to improve it. Lastly, findings discovered that Assurance variable was insignificant to tourists revisit intention something which implies that assurance has no direct influence on likelihood of tourists revisit intention in Arusha tourists destinations. The findings revealed that, in Arusha tourists’ destinations context, assurance was not a significant aspect for tourists to revisit. This means the service quality assurance was not a big
concern. Thus, other factors (responsiveness and tangibles) could be given more attention to influence revisit intention through service quality.

5.3 Conclusion of the Study

The study had three objectives which were to; assess the tour company’s service quality tangibles, determine Tour Company’s service quality responsiveness and ascertain Tour Company’s service quality assurance on tourists revisit intention in Arusha tourist destinations. Based on the study findings, researcher concluded that tourists revisit intention in Arusha tourist destinations is more influenced by Tour Company’s service quality responsiveness. This is means that responsiveness factor has a big influence in revisit intention compared to other tangibles like assurance. Responsiveness was a key aspect for tourists visited Arusha tourist destinations. Responsiveness in this study involves; solving tourists' problems, quick and prompt service, employees readiness to help, employees sharpness to respond to requests, keeping promise, availability of personnel's and efficiently and promptly dealing with queries. Since tourism is a purely service based activities, responsiveness aspects are important for tourists. This makes service tangible before the clients. Moreover, responsiveness makes tourists feel secured, respected and treated professionally something that makes them enjoy the service and remain with positive experience towards destinations hence likelihood to revisit. With respect to findings, responsiveness needs great attention in tourism industry particular in Arusha tourism destinations as they have significant role for tourists’ satisfaction and
revisit intention. Conclusion is in line with those of Delphin et al. (2022); Ali et al. (2021); Jansri et al. (2020) and Timur (2018) which conclude that there is a positive relationship between responsiveness and revisit intention. However, conclusion was contrary to that of Nguyen (2020).

Moreover, Tour Company’s service quality tangibles were positively significant to tourists revisit intention in Arusha tourists’ destinations. Findings indicated that there is a positive contribution of tangibles in tourists revisit intention. Tangibles in this study involves; modern shuttles, websites and social media pages, health care, branded shuttles, employees appearance, materials promoting the service and ease reservation. Tangibles have a major role in intention to revisit when dealing with service like tourism related services. It helps to make the service tangible given the characteristic of service of intangibility. Tangibles make tourists feel part of service, enjoy the moments and get positive experience during service encounter after receiving the service. Also, given the physical nature of most tangibles, these as crucial features since they provide the true picture and level of service tourists received. Furthermore, tangibles influence the likelihood of revisit intention of tourists in destinations as tourists feel, use, see and experience them directly during service encounter. Given the importance of tangibles, more efforts to improve tour company’s tangibles such as shuttles, employee’s appearance and entire environment will increase the revisit intention to destinations. The conclusion concurred with that of Delphin et al. (2022); Ali et al.(2021) and Nguyen (2020) in tourism and hospitality industry. But, the
conclusion deviated from that of Ismail et al. (2017) who argue that tangibles have no relation with satisfaction of tourists.

Further, findings stressed that Tour Company’s service quality assurance had positive relationship with tourists revisit intention though it was statistically insignificant. This implies assurance was not an important aspect when it comes to tourists revisit intention in Arusha tourists destinations. However, for tourists visiting Arusha tourist destinations, the factors such as tangibles and responsiveness were more influential in likelihood to revisit destinations. This means Tour Company’s service assurance should not be ignored in service delivery as it has a positive relationship with tourist revisit intention. Tour companies should keep on insisting in assurance as it contributes indirectly to revisit intention which on the other hand can affect revisit intention directly in the future given the nature and change of visitors’ behaviour. This conclusion is in line with that of Nguyen (2020) who concludes that assurance was insignificant something which is contrary to studies by Delphin et al. (2022) and Ali et al. (2021). Conclusively, responsiveness was the most influential factor to revisit intention in Arusha tourist destinations compared to tangibles and assurance. This indicates that tangibles and assurance need more improvement to increase their level of influence to revisit intention without ignoring the importance of responsiveness.

Generally, tour Company’s service quality (tangibles, responsiveness and assurance) played significant role on tourist’s revisit intention in Arusha
tourist destinations due to positive response of tourist’s intention to revisit. Service quality has fundamental contribution in tourist’s revisit intention due to the role of dimensions (tangibles, responsiveness and assurance) which make service tangible before customers (tourists). This confirms that the SERVQUAL model which discloses that service quality dimensions when addressed properly in service delivery affects the service or activity positively. However, failure to do so, service quality brings negative implications to customers (tourists) due to unmet expectations of customers (Bhatta & Durgapal, 2016). The observation concurs with other studies on service quality on tourist’s revisit intention, satisfaction and loyalty. It also confirms the existing body of knowledge which reports the same. That is, service quality has positive association with tourist’s revisit intention contrary to assurance that was statistically insignificant to the study.

5.4 Recommendations of the Study

Based on the research findings obtained from the study on effects of tour company’s service quality on the tourists revisit intention in Arusha tourist destinations, the following recommendations were provided:

i. The tour companies should work more on tangibles in service delivery such as modern shuttles, branded shuttles, proper health care, employees’ appearance, promotional materials and ease reservation. Tangibles scored the least by tourists when compared to perceived service and expected service. Therefore, tour companies need to improve tangibles. Also, such responsibility goes to tourist destinations authorities such as TANAPA.
and NCA and government as whole. Besides, some of tangibles are directly under their influence like health care service.

ii. Purposes for visit tourist destinations. The findings revealed that most of tourists visiting Arusha tourists’ destinations come for recreation and leisure something that makes destinations to have limited number of visitors. There are other purposes of visiting like meetings and conferences, greetings relatives and business purposes which could increase number visitors to Arusha destinations compare to current status. Government in collaboration with private sector should help to ensure different economic and diplomatic meetings and conferences are held in Tanzania due to presence of facilities such as Arusha International Conference Center (AICC) which can hold such events. Also, government can make effort to build infrastructures and facilities in different parts of the country that will help to attract more international events. Moreover, the government should prepare the conducive environment for investment and business activities to attract more visitors in tourist destinations.

iii. Improvement of tour company’s service quality responsiveness and assurance aspects. Tour companies require directing more efforts in responsiveness. It is for the reason that the findings revealed the small difference between perceived service and expected service despite the significance contribution to revisit intention. This calls for Tour Company’s attention to improve the level of technology deployed, invest more in skillful manpower and other tangibles that will ensure
responsiveness is attained at best. Also, the assurance is not yet attended to the fullest. Therefore, tour companies in collaboration with other stakeholders such as hotels and tourist destinations should improve the level of compliance to assure tourists get quality services the entire period of service encounter.

iv. Source of information and origin of tourists. Most of tourists visiting Arusha tourist destinations get information about destinations via internet and social media which is a good move. However, tour companies in collaboration with tourism authorities such as TTB, TANAPA and NCA can use international exhibitions and other international forums to reach tourists from different parts of the world easily and inform them about Tanzania tourists’ destinations. Also, most of tourists are from Europe and North America, apart from those nearby African countries. Therefore, tour companies and colleagues should work tirelessly to reach Asia and South America markets which are yet exploited fully.

5.5 Areas for Further Research
The researcher recommends studies to be conducted on the other factors apart from service quality dimensions that could play significant role to tourist revisit intention in the same research area such as pricing, accessibility and cultural attractions. Again, due to difference in culture, technology and geographical locations, the researcher recommends the same study to be conducted in other areas or country to fill the knowledge gap that arises due to limitations like geographical difference. Lastly, the researcher recommends
other scholars to conduct the same study by using different model of analysis and research approach such as mixed approach to get different insights.
REFERENCES


Mitekaro, M. G. (n.d.). *In Partial Fulfilment of the Requirements for the Award of a Doctoral Degree in Public Administration and Management.*


APPENDICES

APPENDIX I: Questionnaire to be answered by Tourists’ visiting Arusha

Introduction

Dear Respondents,

The Researcher is pursuing a Master’s Degree in Business Administration in Marketing Management in the College of Business Education-Dodoma Campus and currently is undertaking Research on “EFFECTS OF TOUR COMPANIES SERVICE QUALITY ON TOURISTS REVISIT INTENTION IN ARUSHA TOURISM DESTINATIONS”. I would like to ask you some few questions related to the topic. The survey will take about 10-15 minutes and the information you will provide to us will be confidential and only used for the purpose of this study. Therefore, be free to give us your views and opinions as much as possible.

Name of the Tour

Company…………………………………………………………………………

A: Demographic characteristics

1. Sex (Tick where appropriate)

   1 = male (    )                  2 = Female (    )

2. Age (years) ______________________

3. Marital Status (Tick where appropriate)

   1= Single (    )    2=Married (    )    3=Widow (    )    4=Divorced (    )
4. Continent coming from (Tick where appropriate)

1 = Africa (    )  2 = Asia (    )  3 = Europe (    )  4 = North America (    )  
5 = South America (    )  6 = Australia (    )  7 = Antarctica (    )

5. Purposes for visiting Arusha tourism destinations (Tick where appropriate)

1 = Recreation and Leisure (    )  2 = Meetings and Conference (    )  
3 = Business reasons (    )  4 = Greeting relatives (    )

6. How many times have you visited Arusha tourism destinations?

(Tick where appropriate)

1 = One time (    )  2 = Two times (    )  3 = Several times (    )

7. At first time where did you get information about Arusha tourism destinations

(Tick where appropriate)

1 = Friends and Relatives (    )  2 = Internet and Social media (    )  
3 = Tour companies & Tour Operators (    )  4 = Tourism exhibitions (    )
B: Service Quality Dimensions

B-1: Tourists’ Perception of Service Quality

Please rate the statements about your opinions regarding the extent of service quality you receive from this tour company. Use 1 = strongly disagree, 2 = disagree, 3 = mildly disagree, 4 = neutral, 5 = mildly agree, 6 = agree and 7 = strongly agree (Put a Tick to the appropriate choice)

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### B-2: Tourists’ Expectation of Service Quality

Please rate your opinions regarding your agreement or disagreement about statements on the extent of your expectations you had when you encounter this Tour Company for service. Use 1 = strongly disagree, 2 = disagree, 3 = mildly disagree, 4 = neutral, 5 = mildly agree, 6 = agree and 7 = strongly agree (Put a Tick to the appropriate choice)

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C: Tourist revisit intention

C-1: Tourists’ decision on revisit intention

Put a tick to the appropriate answer of your choice.

By considering the service provided by this tour company would you like to visit again Arusha tourism destination(s)?

Yes (     )  No (     )

C-2: Ratings on Tourists’ revisit intention in Arusha tourism destinations

Please rate your opinions about the statements regarding the extent of agreement or disagreement on revisit intention in Arusha tourism destinations with the service quality offered by tour companies. Use 1 = strongly disagree, 2 = disagree, 3 = mildly disagree, 4 = neutral, 5 = mildly agree, 6 = agree and 7 = strongly agree (Put a Tick to the appropriate choice).

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to revisit the destination(s) in the future</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I plan to revisit the destination(s) in the future</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I will make an effort to revisit the destination(s) in the future.</td>
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<td></td>
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</tr>
<tr>
<td>I would like to visit the similar destination(s) in the future.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can refer my friends and relatives to this tourism destination(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I always speak positive about this tourism destination(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted & modified from (Magasi et al., 2022; Kim et al., 2012 and Bhat, 2012)

Thank you so much for your cooperation
APPENDIX II

RESEARCH ACTION PLAN (2022/2023)

Activities to be carried out during this research project and scheduled time.

<table>
<thead>
<tr>
<th>No</th>
<th>Planned Activities</th>
<th>Planned start date</th>
<th>Planned finish date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identifying Title, preparation, submission and presentation of Concept Note.</td>
<td>1 November, 2022</td>
<td>31st January, 2023</td>
</tr>
<tr>
<td>2</td>
<td>Developing proposal</td>
<td>1st February, 2023</td>
<td>31st March, 2023</td>
</tr>
<tr>
<td>3</td>
<td>Submission, presentation and approval of proposal</td>
<td>1st April, 2023</td>
<td>31st April, 2023</td>
</tr>
<tr>
<td>4</td>
<td>Data collection</td>
<td>1st May, 2023</td>
<td>31st May, 2023</td>
</tr>
<tr>
<td>5</td>
<td>Coding, recording and analysis of data and report writing.</td>
<td>1st June, 2023</td>
<td>30th June, 2023</td>
</tr>
<tr>
<td>6</td>
<td>Submission of report drafts to supervisor for improvements and corrections.</td>
<td>1st July, 2023</td>
<td>31st July, 2023</td>
</tr>
<tr>
<td>7</td>
<td>Report presentation (defence) and submission to external examiner.</td>
<td>1st August, 2023</td>
<td>31st August, 2023</td>
</tr>
<tr>
<td>8</td>
<td>Preparation of research paper for publications in reputable journal.</td>
<td>1st September, 2023</td>
<td>30th September, 2023</td>
</tr>
<tr>
<td>9</td>
<td>Binding research report books ready for submission.</td>
<td>1st October, 2023</td>
<td>31st October, 2023</td>
</tr>
</tbody>
</table>
## APPENDIX III

### RESEARCH BUDGET

<table>
<thead>
<tr>
<th>S/N</th>
<th>Description of Activities</th>
<th>Cost (TSHS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identifying Title, preparation, submission and presentation of Concept Note.</td>
<td>100,000/=</td>
</tr>
<tr>
<td>2</td>
<td>Developing proposal</td>
<td>150,000/=</td>
</tr>
<tr>
<td>3</td>
<td>Submission, presentation and approval of proposal</td>
<td>150,000/=</td>
</tr>
<tr>
<td>4</td>
<td>Data collection</td>
<td>1,300,000/=</td>
</tr>
<tr>
<td>5</td>
<td>Coding, recording and analysis of data and report writing.</td>
<td>500,000/=</td>
</tr>
<tr>
<td>6</td>
<td>Report presentation (defence) and submission to external examiner.</td>
<td>200,000/=</td>
</tr>
<tr>
<td>7</td>
<td>Preparation of research paper for publications in reputable journal.</td>
<td>300,000/=</td>
</tr>
<tr>
<td>8</td>
<td>Binding research report books ready for submission.</td>
<td>300,000/=</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>3,000,000/=</strong></td>
</tr>
</tbody>
</table>