

The Effects of Destination Image, Perceived Value and Service Quality on Tourist Return Intention through Destination Satisfaction — A Study in Ho Chi Minh City, Vietnam

Mai Ngoc Khuong and Hoang Thi My Duyen

Abstract—The purpose of this study was to examine and pointed out how destination image, perceived value, and perceived service quality directly and indirectly affected tourist destination satisfaction and tourist return intention. This study used quantitative approach, with a questionnaire delivered to 2073 foreign tourists who had stayed at least 3 days in Ho Chi Minh City, Vietnam. The findings showed that three independent factors are perceived value, destination image, and perceived service quality were significantly correlated and had indirect effects on tourist return intention through the mediation of tourist destination satisfaction. And only two independent variables are perceived value and perceived service quality had direct effects on tourist return intention.

Index Terms—Perceived value, perceived service quality, destination image, tourist return intention, tourist destination satisfaction, Ho Chi Minh city tourism.

I. INTRODUCTION

In many nations, tourism is considered as one of the most vital factors which not only motivates for economic development, but also contributes a large part to development of society, politics and culture of a nation. Vietnam tourism industry also achieved the speedy development which helped to build reputation for destination of visitors and play an important role for GDP and development of economy. Although there are some achievements, Vietnam tourism still faces many obstacles and challenges. Nevertheless, the tourism industry is changing completely as a result of major societal, cultural, environmental forces. Tourism industry play a significant role in economy-society movement. From this insight, the tourism industry should be created positive conditions to be able to discover its full potential, strengths, implement responsibility to contribute for country economy.

Today, with the importance and development of tourism market, Vietnam was recognized as an emerging economy [1]. [2] expressed that Vietnam has gone a period of absolute economic innovation since 1986, and since the 2000s, the country turned into a low-cost travel destination to attract international visitors. Vietnam in general and Ho Chi Minh City in particular was well-known which has the impressive diversities about entertainment areas, historical, cultural and

arts sites, unique structural works, convenient transportation, dynamic working and living, multi-cultural environment as well as contains ancient blend with modern, with a range of attractive destination such as Sai Gon Opera House, Ben Thanh Market, Reunification Palace, Notre Dame Cathedral, Central Post Office. Besides that, it also has famous Buddhist temples and many kinds of traditional folk theatrical art such as water puppet. Local cuisine is also a special experience for tourists. Although tourism in HCMC has grown and turned into an important industry compared to others industries, even Ho Chi Minh City is considered as a top destination choice, all advantages of tourism are not used reasonably yet. Based on tourism, the city economy increased 4.2 billion USD or added 9.88% for GDP [3]. However, the big problem is that most of tourists don't have the intention to revisit Ho Chi Minh City after their first trip compared to other nearby areas in South East Asia. Furthermore, based on many articles from newspaper and real visitors feedback, there are many negative elements including price discrimination, uncleanliness, graceless purchase invitation, poor infrastructure, crazy traffic, cheating and theft which contribute to shape negative impressions about Vietnam and Ho Chi Minh City in particular, and lead to the bad effect for the tourist satisfaction and revisit intention. So, this study will show the limitations, inheriting and developing a new model from previous models as well as point out the new relationships between determinants and adding a further determinant.

II. LITERATURE REVIEW

A. Tourist Return Intention

According to viewpoint of consumption process, [4] showed that there are three levels of tourist behavior: before the visiting, process of visiting, and after visitation. Tourist will have some behaviors such as destination selection, assessments about this trip and intentions for future behavior [5]. The assessments about trip are experience of trip or value perception and overall tourist satisfaction, while the intentions for future behavior mentions to assessment of tourists about the similarity to return and introduce or recommend to others.

Ref. [6] point out three types of the tourism destinations revisiting intention (TRDI): variation repeaters continuance (revisiting intention at low level), re-visitors continuance (revisit intention at high level), and re-visitors temporary cessation (weak at beginning of revisit intention, then get stronger growth with time). More than that, [7] proved that

Manuscript received April 20, 2017; revised July 15, 2017. This research was supported by Department of Science and Technology and Department of Tourism-Ho Chi Minh City, Vietnam.

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visitor's freshness satisfaction and seeking on repeat destination can get along with period of time, then they divided revisit intention into three period of time: short-term (1 year), medium-term (3 years); long-term (5 years). Therefore, [8] showed up that whatever they had in the past, the cognitions, experiences, feeling and memory of a journey will be replaced by newer one through the time.

In the past, many researchers examined the sources of revisit such as [9], [10]. Generally, revisit is influenced by elements such as the quality or fame of a specific destination which is unanimous by most researches [11], [12]. According to [13], the pleasure, the number of previous visits, or familiarity with a specific destination can also impacted on the intention of return. Based on [14], future visits can be formed by a higher impression of destination image. The facilities and attributes of a specific destination are also included in return intention explanation which is exploited by others factors.

B. Tourist Destination Satisfaction

In most of researches about customer behavior, customer satisfaction is considered as a familiar definition. Typically, customer satisfaction in traditional literature of customer behavior is identified by psychological process of customers which started from perception need to assess experienced products and considered as the outcome or final step [15]. Satisfaction is defined as "assess a feature of product or service, provide a satisfaction level about the completion related to fulfillment [16] or it as general assessment about buying product [17]. The same definition of satisfaction focused on "psychological result which experience the experienced service" [18]. The general satisfaction is also stated as the outcome or the total of connected significance and satisfaction level endured of all the single attributes [19]. In short, it can be concluded that the assessment of customers' post-purchase which related to emotions about consumption can be defined as customer satisfaction.

However, creating the connection of these following definitions is the best way to explain visitor satisfaction. Satisfaction is a personal's cognitive-affective statement come from buyer's experience [20]. In this research, visitor satisfaction is conducted by the result of value and quality awareness, tourists' image; that is the reason why it becomes unique to every individual while the emotion and perception judgment are both directly related to personal experience during the journey or vacation at Ho Chi Minh City.

C. Destination Image

According to [21], there are many ways to describe image: the group of theories of a member, impressions and opinions on an object or subject, a consideration of all required information by channel distinction or an intellectual searching the individual via *physical* perception from external. [22] and [23] proved that image as "emotion of people about whatever they conceive". To compete with other competitors, [24] are claimed that building a good destination image can get some advantages. Intentions of tourists, transportation quality, value perception and tourists satisfaction are affected directly by destination image [5], [9]. [25] pointed out intentions about trip is directly affected by destination image. [26] also

expressed that tourist intention can be influenced by destination image and destination presentation.

Destination image is studied by [27] and [28] are "a likeness of all knowledge objective, impressions, bias, imagination and emotional thinking of an individual or a group related to particular place" or "everything a personal has about destination including total of ideas, trusts, and *impressions*", respectively. In short, both concepts mention the same conclusion; but, [28] expresses that those ideas, trusts, and impressions are just linked to an individual. In contrast, with a broader concept, [27] stated that they can be mentioned by people who are in a group.

Ref. [29] researched and induced destination image from previous studies including two kinds: primary image as a image is formed after the first trip of tourist, and secondary image is considered as a image is built before the trip. After that, secondary image is classified into organic image and induced image. While [30] divided image into organic, induced and complex, [31] classified it into three kinds including organic, induced and modified-induced. Despite stating in distinguish terms of researches, most researches studied about similar thoughts that is image classification. Primary image is mainly studied in this research, which is formed in the trip of tourist towards HCMC.

Destination image has different ways to identify features and ingredients. According to [28], in the first phase of establishing concept, destination image just conclude cognitive aspects. Now, it is unanimous that at least there are two ingredients to create destination image: cognitive aspect [32] and emotion [33]. Moreover, based on [34], the researchers discussed about cognitive aspect as the third ingredient of destination, which is image activities including *visit/return* intention or word of mouth. Over the history, almost researchers just use cognitive image items to measure perception which tourists are catching to destination. These attributes change due to reflection of different features of a specific destination that researchers are testing. [35] is expressed that there are twenty reasons for visiting HCMC which as attributes of destination image in this circumstance.

Ref. [9] also judged that in behavior, destination image contains two vital roles: *first*, it affects to process of giving decision to choose destination, secondly, it affects to conditions after behavior of giving decision (intention of return and introduction to others)

D. Perceived Value

Perceived value is the individual benefits achieve from products can see or services can not see; perceived value is also all advantages an individual get and all costs or prices they have to pay [36]-[38]. Based on many researches, perceived value is exploited and analyzed according to two aspects: one-dimensional and multi-dimensional. The customer assessment can be stressed and determined in accordance to distinguish dimensions [39]. Perceived value is identified by [36] as a general assessment of customer via considering what they give and what they gain about products. According to [40], re-purchase intention is result from perceived value. Through features and dimensions assessment about a product, customers can give their decision [41]. Many researchers applied their approach methods, and

multi-viewpoint about value, suitable to this approach method, which is also used in previous studies regularly.

There are four ways of customer perceive value according to [36]: value have a low price; value in a product is what they want; value have to suitable with quality they receive compared to price they have to pay; and value is everything they receive for what they supply. Thus, based on [42], the connection of pricing can be considered as the space between cognitions of customer about what is achieved (benefit they get from quality) and what is given (costs, prices, effort). In summary, through computing the space between the total of benefits of customer and the sum of giving (effort/expenditures/time) for getting the trip, visitor perceived value can be established.

Behind the concept of perceived value, some findings are found. Firstly, through a charge of what people aware to get what is provided, it can be concluded that the maximization of perceived value can be formed by increasing customer benefit and/or decline giving [36]. Secondly, in [20], customer will get higher satisfaction if real value is greater than expectation. Finally, due to the difference between customers, times and cultures, perceived value to be a subjective definition [43].

Ref. [36] stated that value is not only computed as price/money but also measured as a multi-dimension issue in many different ways by making conceptual dimension, many writers said. There are five factors that was showed by [39]: epistemic, conditional, social, emotional and functional. While [38] pointed out three sides as active versus reactive, self-oriented versus other-oriented and extrinsic versus intrinsic; he still explained eight type of value: spirituality, esteem, ethics, efficiency, status, aesthetics, play and excellence. Moreover, [44] used practical and hedonic values as two factors in their model. Last but not least, four dimensions of value including social, emotional, price/value for money and presentation/quality had been presented by [45]. This research used the knowledge of PERVAL scale as a basic foundation.

E. Perceived Service Quality

Ref. [46] proved that the point between customers prospect of a product/service and their cognition of the real issue they got called service quality. There will have some potential cases between expected service (ES) and perceived service (PS): if $ES > PS$, satisfaction is greater than perceived service quality; if $ES = PS$ and $ES < PS$, satisfaction is equal or less than perceived service quality. Perceived quality is also expressed as a perception about quality which is a highly awareness structure, evaluate outcome, where outcome is compared to expectations [43]. But, [36] widely explained perceived quality as customers decisions about perceived quality as outgrowth or excellence relating to the outgrowth or excellence of goods or service. Since [36] agreed with [47], they expressed that customer's presuming judgment relating to the outgrowth of service presentation called perceived service quality. More than that, "perceived product/service quality is the assessment of recent utilization experience of combined products/services like customer service, product indication's conditions, a line of services and products", which [48] presented in a specific way. Hence, depended on how it computes, perceived service quality can be discussed

in two ways: individual assessment or cognition and expectation versus experience. Without any interference or impact of expectation formed before the journey, the later one is adopted since it will simply return what visitors see and how they modify the tourism quality in HCMC.

In the 1980s, researches about service quality and its findings have started with [36] and [49]. Based on ten ingredients of service quality (Communication, Reliability, Tangibles, Responsiveness, Competence, Courtesy, Access, Credibility, Security, Understanding/Knowing the Customer), [36], [49] and [46] rearranged it into five dimensions: Reliability, Tangibles, Empathy, Assurance, and Responsiveness, which are illustrious as the instrument of SERVQUAL measurement. At that time, opposite ideas of [50], [51] appeared on the use and effectiveness of SERVQUAL. For more details, [52] explained four sides that SERVQUAL's effectiveness contained the conceptual interpretation of expectation, the scores and the pliability of the research model. Truly, besides some researches admitted the validity of SERVQUAL model [53], [54] have matched and qualified this model to achieve better outcome in their circumstance. Besides that, using awareness of customers to assess perceived quality is also appropriate with mentioned intention in this study [50].

Regarding to the above literature review, this study hypothesized that:

H1_{1, 2, 3} Tourist destination satisfaction is directly affected by destination image, perceived value, perceived service quality.

H2_{1, 2, 3, 4} Tourist return intention is directly affected by destination image, perceived value, perceived service quality, tourist destination satisfaction.

H3_{1, 2, 3} Tourist return intention is affected by destination image, perceived value, perceived service quality through tourist destination satisfaction.

III. RESEARCH METHODOLOGY

A. Questionnaire Design and Data Collection

This study used quantitative approach with mathematical, statistical techniques through SPSS software to test the relationship between independent variables and dependent variable as well as mediating variable. In addition, the questionnaire gave an opened question to get tourists comments. So, the qualitative method was also used to get better analysis and suggestion. The questionnaires were translated into Chinese, Korean, Japanese, and English. These are the four main markets of HCMC in particular and Vietnam in general.

The scope of this study was Ho Chi Minh City, with the objects are international tourists who have stayed in Ho Chi Minh City for at least 3 days. This study conveniently and directly collected data from 2073 international tourists with different ages, genders, nations, educational levels, time(s) of visit and purpose of visit to ensure the authenticity and reliability of sample.

B. Factor Analysis and Reliability

The first factor analysis was conducted for the group of dependent variables. Three items of tourist return intention (TOREIN) and 5 items of tourist destination satisfaction (TOSA) were remained for analysis with KMO = .815 > .6 and the Sig. of Bartlett's test = .000 < .05. Thus, these two dependent factors were observed suitably. With the eigenvalues of 3.359 and 1.351, two components satisfied to condition that eigenvalue was equal or greater than 1. In addition, TOREIN and TOSA were two dependent variables formed after the Varimax rotation, contributed to the total variance a percentage of 58.873.

TABLE I: SUMMARY OF THE DEPENDENT VARIABLE WITH RELIABILITY COEFFICIENT

Given Names	Number of Items	Cronbach's Alpha
1. Tourist Return Intention (TOREIN)	3*	.775
2. Tourist Destination Satisfaction (TOSA)	5*	.762

*All items have factor loading $\geq .5$
 KMO index = .815 and Sig. of Bartlett's test = .000
 Total variance explained = 58.873%

Moreover, Cronbach's Alpha value of TOREIN was at .775 and TOSA was at .762. It showed the reliability and validity of each factor.

For the group of independent variables, the second test of EFA was conducted. As can be seen from Table II, there were 16 items retained for further analysis. Principle component analysis and Varimax rotation were employed.

TABLE II: SUMMARY OF THE INDEPENDENT VARIABLES WITH RELIABILITY COEFFICIENTS

Given Names	Number of Items	Cronbach's Alpha
1. Perceived Service Quality (PSQ)	5*	.827
2. Perceived Value (PV)	6*	.816
3. Destination Image (DESIMA)	5*	.747

*All items have factor loadings $\geq .5$
 KMO index = .901 and Sig. of Bartlett's test = .000
 Total variance explained = 54.383%

From the above table, the factor loadings of the remaining items ranged from .747 to .827 that met the minimum requirement. And, KMO = .901 > .6, it showed the data fitness. In addition, with $p = .000$, the analyze of this factor was suitable and significant.

IV. RESEARCH FINDINGS

A. Sample Descriptions

As can be seen from the Table III, the number of male was higher than female with 52.2%, and tourists in group ages from young adults to middle-aged accounted for almost the data of test (18-40). Most of tourists came from Asian (44.9%), mainly Chinese, Korean, Japanese and some nearby areas such as Thailand, Singapore. Tourists also have sufficient knowledge with bachelor degree mostly (37.5%) to understand the questionnaire as well as destination intention. However, it can be seen that the number of tourists visited HCMC in the first time is more outnumbered than the number of re-visitors (59.1%). And they came with purpose of leisure

accounted the largest percentage with 59.2%, which made up more than a half of the whole sample

TABLE III: PROFILE OF RESPONDENTS INVOLVED IN THE STUDY

		Frequency	Valid Percentage
Gender	Male	1082	52.2%
	Female	991	47.8%
	Total	2073	100.00%
Age	Under 18	52	2.5%
	18 to 25	511	24.7%
	26 to 30	500	24.1%
	31 to 40	496	23.9%
	41 to 60	377	18.2%
	Over 60	137	6.6%
	Total	2073	100.00%
Nation	Europe	605	29.2%
	USA/Canada	254	12.3%
	Latin American	71	3.4%
	Asia	931	44.9%
	Australia, NZ	177	8.5%
	Africa	35	1.7%
	Total	2073	100.00%
Education	High-school degree	235	11.3%
	College degree	325	15.7%
	Undergraduate	319	15.4%
	Bachelor degree	777	37.5%
	Master degree or higher	417	20.1%
	Total	2073	100.00%
Time(s) of visit	1	1226	59.1%
	2	355	17.1%
	3	199	9.6%
	Over	293	14.1%
	Total	2073	100.00%
Purpose (s) of visit	Business	342	16.5%
	Leisure	1228	59.2%
	Visiting friends/relatives	301	14.5%
	Others	202	9.7%
	Total	2073	100.00%

B. Factors Correlating with Tourist Return Intention

TABLE IV: CORRELATIONS BETWEEN VARIABLES

	TOREIN	1	2	3	4
1. PV	.539*	1			
2. PSQ	.357*	.562*	1		
3. DESIMA	.314*	.544*	.506*	1	
4. TOSA	.410*	.647*	.549*	.529*	1
Mean	3.654	3.863	3.770	3.947	3.963
SD	.894	.658	.684	.630	.621

*. All correlations are significant at the .001 level ($p=.000$)

As can be seen in Table IV, all factors had the correlation positively with each other. In that, PV and TOREIN had the highest effect ($r=.539, p<.05$), showing how many times they return HCMC related to the value they perceived. Some variables as PSQ, DESIMA and TOSA also had positive connection with TOREIN ($r=.357; r=.314$ and $r=.410$ respectively). Besides that, there is a moderate correlations between three independent variables with the mediating factor TOSA (ranging from $r=.529$ to $r=.647$), stating the level of prediction between those factors and tourist destination satisfaction.

C. Factors Directly Affecting Tourist Destination Satisfaction

TABLE VI: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES AND TOSA

Variables	Unstandardized Coefficients (Beta)	t	Sig.
PV	.398**	20.753	.000
PSQ	.195**	10.857	.000
DESIMA	.188**	9.814	.000

*. Coefficient is significant at the .05
 Predictors: PV, PSQ, DESIMA
 Dependent Variable: TOSA
 ANOVA: $F = 667.901$, Sig. = .000
 Model summary: Adjusted $R^2 = .491$

Look at V, the results showed the significant positive effect of all three explanatory factors PV, PSQ and DESIMA on TOSA with coefficients of $B = .398$ ($p < .05$), $B = .195$ ($p < .05$) and $B = .188$ ($p < .05$) respectively. This means that the higher perceptions of tourist about value, service quality and city image get, the higher satisfaction level they would be had. The regression equation of TOSA is stated as:

$$TOSA = .948 + .398*PV + .195*PSQ + .188*DESIMA$$

Moreover, in the ANOVA table, there is a significance of the model at 95% confidence level (Sig. = .000, $p < .05$) and $F = 667.901$. The model summary table also stated the value of R square was .491, which showed that three independent variables contributed to explanation for the variance in tourists' destination satisfaction which took account for 49.1%.

D. Factors Directly Affecting Tourist Return Intention

TABLE V: COEFFICIENTS BETWEEN INDEPENDENT VARIABLES, TOSA AND TOREIN

Variables	Unstandardized Coefficients (Beta)	t	Sig.
PV	.617**	17.300	.000
PSQ	.075**	2.411	.016
DESIMA	-.013	-.401	.689
TOSA	.129**	3.457	.001

* Coefficient is significant at the .05
 Predictors: PV, PSQ, DESIMA, TOSA
 Dependent Variable: TOREIN
 ANOVA: $F = 220.683$, Sig. = .000
 Model summary: Adjusted $R^2 = .298$

The coefficients of all factors were significant at 95% confidence level which is showed in table V. In that, PV got the highest effect directly on TOREIN ($B = .617$, $p < .05$), which stated that if visitors feel the trip is worth with time and money they spend for, they would likely return to visit that destination. TOSA ranked second ($B = .129$, $p < .05$), followed by PSQ ($B = .075$, $p < .05$), showing the satisfaction about trip and service quality could lead to frequency of revisit. Besides that, the impact of DESIMA with $B = -.013$ ($p > .05$) is not significant. Therefore, this factor will be removed from model. Therefore, the regression equation of TOREIN is expressed as:

$$TOREIN = .511 + .617*PV + .129*TOSA + .075*PSQ$$

There is a significance of the model at 95% confidence level (Sig. = .000 or $p < .05$) and $F = 220.683$ (from ANOVA table). The model observed from summary table which showed R square = .298, which means that two independent variables (PV, PSQ) and the mediating factor (TOSA) contributed to explanation for total variance in tourist return intention (TOREIN) which is 29.8%.

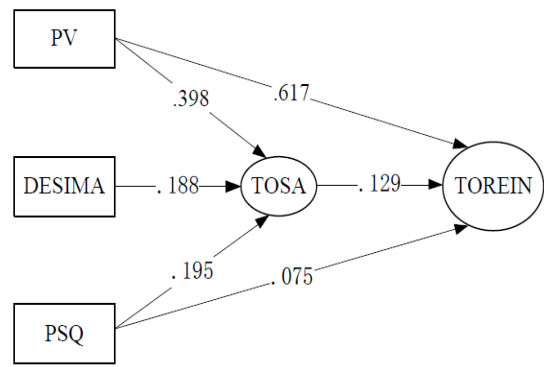


Fig. 1. Path coefficients of hypothesis testing.

E. Total Causal Effects on Tourist Return Intention

TABLE VII: DIRECT, INDIRECT AND TOTAL CAUSAL EFFECTS

Variables	Causal Effects			LLCI	ULCI
	Direct	Indirect	Total		
1. PV	.617	.051	.668	.0271	.0762
2. PSQ	.075	.025	.1	.0132	.0381
3. DESIMA	---	.024	.024	.0126	.0366
4. TOSA	.129	---	.129		
Total	.821	.1	0.921		

From Table VII, all values are positive at two columns of LLCI and ULCI. This proves that there is no zero falls between them; so, at 95% confidence interval, the study identified the indirect impacts of PV, PSQ and DESIMA. In that, the strongest effect is PV on TOREIN with $B = .668$, which was maintained as a main impact [55]. And the total model effect was .921 with the indirect impact was .1, which took account of 10.9%.

V. DISCUSSIONS AND RECOMMENDATIONS

A. Discussions

With the significant impacts from three independent variables on TOSA, the group of hypotheses H1 was proved that the more perception tourist can get from destination image, perceived value and perceived service quality, the higher satisfying level they get. These outcomes are also suitable with research findings of [56]. In particular, it pointed out that perception about value and service quality play a role as two important components for achieving fully knowledge about satisfaction [37]. These factors reflect real thoughts and emotions of tourists, so emotion level and satisfaction level will have the direct connection. In addition, [57] also point out that tourists with good emotion relating to destination image, or the satisfaction with these images can create overall satisfaction to destination.

The results also indicated that the tourist return intention is affected by tourist satisfaction towards HCMC (H2.4). The higher satisfaction level of tourist achieve, the higher return intention tourist get. The outcomes of this research is also suitable with other researches regarding to loyalty's dimension. Tourist satisfaction also had the direct impact on

loyalty [58]. The higher satisfaction tourists get with a destination, the higher interesting level tourist achieve in the next visit. Besides that, TOREIN was only affected by two independent variables are PV and PSQ. This is showed in the second multiple regression performance. Thus, H2.2, H2.3 were maintained. A rise in PV and PSQ will make the possibility of tourists return to be higher.

Path analysis and Bootstrapping method are used to test the final hypotheses group of H3. The third group of hypotheses showed that TOREIN is indirect impacted by DESIMA, PV and PSQ through TOSA. Researches of [58], [59] is also appropriate with these findings. Due to tourism decision of visitors is motivated by destination attraction and individual expectation, enhancing destination image perception of visitors also contributed to REIN [60]. This outcome make significant mediation of destination satisfaction to be salient in connecting tourist perceptions and revisit activities.

In both multiple regression levels, PV had the highest coefficients, which showed its vital role in testing satisfaction and REIN [61]. With optimistic feeling about HCMC and achieved experience from trip, tourists will revisit.

To PSQ, both direct and indirect effects are proved about loyalty intention such as REIN, similar to other researches although some models of SERVQUAL are used to measure quality [62]. However, it is just supported as indirect impact of quality of trip on satisfaction through mediation of perceived value and it also suggested indirect impact on future behaviors [5]. Thus, if tourists have well perceived about quality of service, this will motivate directly to their REIN.

Finally, in this model, DESIMA also had positively impact TOREIN [63]; however, in [64], although it plays a vital role in shaping REIN, its effect was the lowest in this study. With the current circumstance, a rise in DESIMA only affect slightly to tourists revisit activities which means destination image of HCMC don't have a big impression and effect on tourist return intention.

B. Recommendations

Although DESIMA had the lowest effect on TOREIN, it still plays a vital role in improving positive REIN. To increase tourist expectation and impression about destination, the history of tourism destinations need to be upgraded such as putting name and history of famous constructions in a table at the front to tourists understand more about HCMC as well as origin of that construction. In addition, destinations represent for HCMC such as Ben Thanh Market should be well advertised and improved. Government budgets should be spend effectively to build and advertise image of HCMC with many selections about foods, entertainments and accommodations. About marketing and communication campaign, government should promote propaganda, improve the quality of travel as well as introduce image of HCMC and local people on television and radio, raise awareness about the protection of the tourist environment, behave civilly and politely to build a good image of the city international visitors, coordinate interdisciplinary to continue to enhance tourism security. Especially, the government should increase to introduce about street foods as local cuisine for tourists by gather these small food stalls to be a "food town" where

ensure the quality, price and safety for trying traditional dishes. The destination image of HCMC is also cleaner and more civilized. Besides that, tourism managers and local authorities should concern about co-operate for implement knowledge and stimulate each citizen increase their minds to show a friendly, comely attitude to tourists.

In terms of PSQ, due to forming tourist support centers, localities should actively improve the services of snatching and consolidating the quality of services in a professional manner, creating a good tourist image to visitors. In addition, the tour guide teams should be increased knowledge to serve international tourists professionally. Some shopping malls should improve and develop to be more modern to serve tourist' shopping needs. Besides that, especially in hotels and restaurants, the employees should be professional, as well as keep a polite, friendly and respectful attitude in front of customers. Moreover, the government should focus on improving quality of street as expanding the walk side, limiting motorbike or hawk encroach on the curb, controlling traffic in rush hours. Tourism managers and local authorities should propaganda problems about throwing litter, the jam situation in sewers which make flooded road in rainy season to increase citizen awareness as well as contributing for quality service improvement of city. Especially, the tourism managers must improve the professionalism and quality of services as well as environmental sanitation in the system of tourist hotel and material foundations in order to ensure the quality standards and standards for star-class registration. Tourism managers should concern about fulfill tourists need and expectation (applying discount price for local cuisine; reducing price for tickets of visiting famous places and enjoying unique services, e.g. water puppet shows).

Due to the highest value in PV, it should be paid more serious attention to push REIN. Reducing negative social violation (robbers, beggars, thieves, street vendors, tricksters) as well as upgrading the security level and safety status would create tourist's peace-of-mind atmosphere. A heavy penalty need to be applied for such negative attributes which make bad the image of HCMC in tourists' eyes; more polices and security guards as well as tracking devices should be assigned at main points of the city. Secondly, based on tourists' concern about getting experience, the government should focus on develop entertainments relating to history, culture and art. For the tourism industry, government should invest to develop more programs, festivals, shows and events for introducing the history and culture of Vietnam (e.g. experiencing New Year festival, traditional dancing shows, or watching water puppet). Finally, the pleasure of tourists about what they expense for trip will increase their satisfaction. Besides enhancing the quality of all products and services, adjusting price reasonably can help develop the competitiveness of Vietnamese tourism compared to other countries. Thus, the government and tourism managers have to take action for controlling price to protect tourist right and benefit. Price should be professed and products or services have the detailed labels to ensure honesty. Tourism managers and authorities need to work and discuss together to give the price standard of each types of goods and services for limiting price discrimination and increasing price situation in holidays or events. Besides that, adjusting tax in restaurant also need to

be considered by including in the unit price to avoid tourist confusion. In addition, for marketing, it is the responsibility of providing visitors with sufficient information to enhance the respect of visitors to the natural, social and cultural environment of the resort. Advertising is true and not promising things that are not included in the business travel program. Avoiding irresponsible publicity tourism has a huge impact on the quality assessment of visitor satisfaction on the trip. Especially, marketing plays an important role in protecting the ecological environment. For visitors, they should be provided with information about the surrounding environment, local culture and cultural heritage, and explain to customers about appropriate behaviors when visiting the natural areas, cultures and cultural heritage sites.

Last but not least, not only receptionists and employees who are working in service industry have to know English, but also local people should study English to can communicate with foreigners when they ask about streets, maps, destinations, etc. This not only improves tourism service to apply international criterions, but also helps to achieve tourist satisfaction.

VI. CONCLUSION

In short, this research proved the relationship of destination image, perceived value and perceived service quality on tourist return intention through tourist destination satisfaction. Furthermore, the study also understand the connection between and among variables to find out the problems and solutions for enhancing tourist destination and tourist return intention.

From the results, this study also give similarities and differences when comparing with other studies to point out the contribution of this research for literature in tourism industry. Based on that, researcher could give suggestions for solving current challenges in tourism field, develop advantages of tourism and decrease bad effects. Especially, enhancing tourist destination satisfaction and return intention through perceived value, destination image and perceived service quality can help to improve the tourism industry.

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