4D Publishing Group

Research on the Relationship Between Tourism Logistics Service Quality and Operators' Satisfaction

Chu-ling Chen

School of Culture, Tourism and Geography Guangdong University of Finance & Economics Guangzhou, Guangdong, China

Email:

642213148@qq.com

Abstract. The theoretical research of tourism logistics service is relatively lagging behind, and the lack of systematic method analysis is not conducive to the further development of tourism logistics. In order to explore the relationship between tourism logistics service quality and its constituent dimensions and operator satisfaction of tourism destination, this study constructs a structural model framework between service quality, consumer emotion, consumer cognition and operator satisfaction, collects data by questionnaire survey and conducts empirical research.

Keywords. Tourism logistics; Service quality; Operator satisfaction; Consumer emotion; Consumer cognition

1. Introduction

At present, with the rapid development of tourism and logistics industry, tourism destinations pay more and more attention to the service quality of tourism logistics. Logistics Service Quality (LSQ) has been studied by scholars. It has a direct impact on customer commitment [1], and affects customer repeat purchase rate through loyalty and customer satisfaction , and ultimately plays a decisive role in customer retention rate and enterprise profits.

From the perspective of practical application, tourism logistics services have an important impact on the optimization of tourism industrial structure, the improvement of tourism economic quality and the satisfaction of destination operators. By improving the satisfaction of destination operators, tourism logistics enterprises can achieve a virtuous economic cycle, efficient circulation speed, high-quality service satisfaction and so on. In this regard, this study takes tourism destination operators as the research object, through data analysis and empirical research, explores the relationship between service quality, consumer emotion, consumer cognition and operator satisfaction, and provides reference for the study of tourism quality. Firstly, it reviews the previous literature, and based on the existing research results, it puts forward the concept model of tourism logistics service and some hypothesis. Secondly, it introduces the process of sample collection and data analysis. Finally, it discusses the research results and points out the future research direction, so as to further demonstrate, supplement and enrich the theoretical system in this field.

2. Theory and Research Hypothesis

2.1. Service quality of tourism logistics and satisfaction of tourism destination operators

Since the seventies of the 20th century, service quality and satisfaction have always been the focus of academic research. It is to measure the level of service and service quality in the development process of service industry, to help service enterprises understand the needs of customers and the actual perception, so as to change business strategies, adjust operation methods, improve service quality, and ultimately increase their profitability.

In the existing literature, there are many definitions of customer satisfaction, and Oliver's [2] definition of customer satisfaction is widely used in academia：Customer satisfaction is the psychological state of customers after their needs are met, as well as the judgment of customers on the degree to which products and services meet their needs.

Tourism logistics service involves six elements of food, accommodation, travel, shopping and entertainment. In the tourism destination, catering industry, accommodation industry, cargo transportation industry, commerce and entertainment industry are all related
to service, and their service quality will affect the satisfaction of operators in the tourism destination. Qin Ligong et al. [3] proposed six dimensions of tourism logistics services in the survey of cloud model and optimization effectiveness of tourism logistics services, namely, marketing, reliability, responsiveness, tourism consumer expenditure, innovation and information quality. Based on the above literature, combined with the five dimensions of SERVQUAL evaluation method [4] and the characteristics of the tourism logistics industry itself, the author studies the impact of tourism logistics services on the satisfaction of tourism destination operators from four dimensions: service reliability, service responsiveness, service innovation and service information quality. Therefore, the following assumptions are made:

H1: The quality of tourism logistics service positively affects the satisfaction of tourism destination operators. H1a: The reliability of tourism logistics services positively affects the satisfaction of tourism destination operators

H1b: Responsiveness of tourism logistics services has a positive impact on tourism destination operator satisfaction H1c: Tourism logistics service innovation positively affects tourism destination operator satisfaction

H1d: The information quality of tourism logistics service has a positive impact on the satisfaction of tourism destination operators

2.2. The mechanism of tourism logistics service quality affecting the satisfaction of tourism destination operators: the role of consumer emotion.

1) The direct effect of consumption emotion on the satisfaction of tourism destination operators
The satisfaction of tourism destination operators will also be affected by emotional aspects. Some studies have found that in the process of tourism, tourism experiences both positive and negative emotions, and has a significant impact on tourist satisfaction [5], which shows that consumption emotion is an important factor affecting satisfaction. In the actual research, Su Qin et al. took commercial banks as an example to explore the relationship between customer consumption emotion and customer satisfaction. The research results found that customer consumption emotion had a direct positive impact on satisfaction evaluation. Through empirical analysis, it was verified that both consumption emotion and cognition were important factors affecting customer satisfaction. Therefore, based on the above theoretical research, the following assumptions are put forward:

H2: Consumption emotion positively affects the satisfaction of tourism destination operators.

2) The mediating effect of consumption emotion
As far as the "cognition-emotion-behavior" theory is concerned, in the process of experiencing tourism logistics, the innovation of tourism products and services and the perception of information quality of tourism destination operators will affect the emotional changes in the process of consumption, and then affect the next behavior of operators. It can be seen that the quality of tourism logistics service has a certain impact on consumer sentiment. This paper argues that the service quality perceived by operators not only has a direct impact on their satisfaction, but also has an indirect impact on their satisfaction through consumer emotions. Tourism destinations create a good tourism logistics

environment for operators, and provide reliable and timely services can strengthen the consumer emotions of operators in tourism destinations, so as to provide better services for tourists. Based on this, the following assumptions are put forward:

H3: Consumption emotion plays a mediating role in the relationship between tourism logistics service quality and tourism destination operator satisfaction.

2.3. The mechanism of tourism logistics service quality affecting the satisfaction of tourism destination operators: the role of consumption cognition.

(1) The direct effect of consumption cognition on the satisfaction of tourism destination operators

The cognitive behavioral model of consumption States that, as information processors, consumers consciously make satisfying decisions when searching for and evaluating information about certain products or sales channels. In the research on the relationship between consumption cognitive value and satisfaction, Chen Mingliang [6] analyzed the influencing factors of customer loyalty in IT distribution industry and found that there was a positive correlation between them. By measuring perceived value with emotional function and perceived risk, it is found that perceived value will significantly affect customer satisfaction . Based on this, this paper puts forward the following assumptions:

H4: Consumption cognition positively affects the satisfaction of tourism destination operators

(2) The mediating effect of consumption cognition

Service quality, as the antecedent of customer satisfaction, is perceived by customers through service quality, and then produces satisfaction or dissatisfaction. According to Cronin's ACSI (American customer satisfaction index, Customer Satisfaction Index Model), customer perceived service quality has a direct positive impact on customer satisfaction. In addition, customers produce certain consumption cognition by perceiving service quality, which ultimately affects customer satisfaction[7].

In the process of providing tourism logistics services, the perceived value of tourism destination operators is not only related to the value of tourism products themselves, but also to the value of services provided by tourism destination suppliers. Its service reliability, responsiveness, innovation and information quality not only have an important impact on the consumption cognition of tourism destination operators, but also have a certain impact on the satisfaction of tourism destination operators. Based on this, the following assumptions are put forward:

H5: Consumption cognition plays a mediating role in the relationship between tourism logistics service quality and tourism destination operator satisfaction.

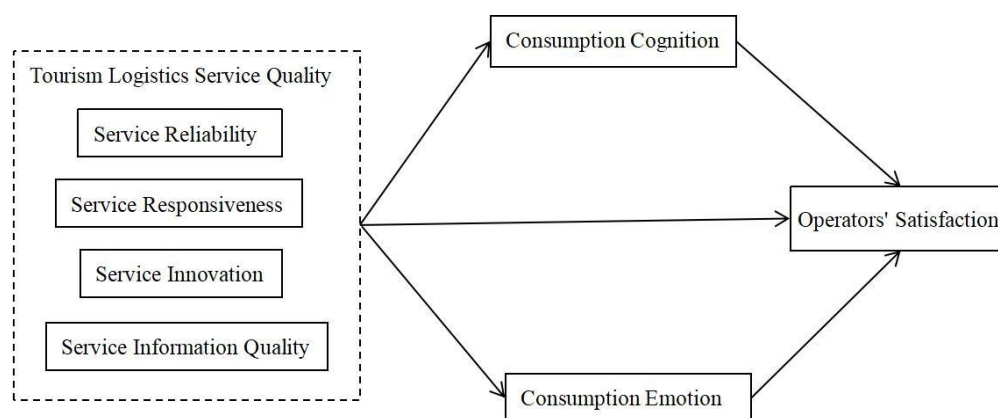The model framework of this article is shown in Figure 1:

Figure 1. Model framework

3. Study Design

In this study, the measurement of research variables and their items is based on the existing scales, and the measurement items of variables are designed accordingly based on the characteristics of tourism logistics services. Among them, the measurement items of the four dimensions of reliability, responsiveness, innovation and information quality of tourism logistics service quality are mainly

4D Publishing Group

based on the SERVQUAL scale proposed by Parasuraman et al. [4] and the tourism logistics service scale developed by Qin Ligong et al. [3]. It is adjusted according to the characteristics of tourism destination operators' experience of tourism logistics services. The measurement scales used in this study are detailed in Table 2.

Table 2. Measurement scale of this study

Variables		Code	Measurement Item	References
Tourism Logistics Service Quality (QS)	Dependability (D)	QS1	Delivery of goods can be completed within the specified time.	Parasuraman et al, Qin Ligong et al , Chen Mingliang
		QS2	Implement the goods charge standard according to the contract requirement	
		QS3	It can ensure that the customs clearance rate of goods meets the requirements.	
		QS4	Able to meet door-to-door and warehouse-to-warehouse service requirement	
	Responsiveness (R)	QS5	Service procedures and procedures are very convenient.	
		QS6	Timely feedback of problems from suppliers	
		QS7	Supplier's efficiency in problem resolution	
	Innovativeness (I)	QS8	Be able to provide extended or after-sale services	
		QS9	The route planning of tourist destination is very reasonable.	
		QS10	Supplier's transportation technology is advanced and efficient	
	Information Quality(IQ)	QS11	High coverage of information services in tourist destinations	
		QS12	Logistics information is accurate and can be updated in a timely manner	
Consumption Emotion (CE)		CE1	The process of experiencing tourism logistics service is very pleasant.	Westbrook
		CE2	Experiencing the process of tourism logistics service is very satisfying.	
Consumption Cognition (CC)		CC1	High quality/price ratio of goods	Schiffman, Chen Mingliang
		CC2	High speed of picking up and delivering goods	
		CC3	More personalized information	
Tourist destination operator satisfaction (MS)		MS1	Tourism destination logistics planning services can meet the needs.	Oliver, Parasuraman, Fornell, Chen Mingliang
		MS2	The price of cargo transportation is satisfactory.	
		MS3	Satisfactory cargo transport services	

3.1. Data and samples

In order to ensure the accuracy of the research data, this study first conducted a pre-survey, invited industry experts to evaluate the items and quality of the questionnaire, and revised the relevant measurement items according to the results of the pre-survey, on this basis, generated a formal survey questionnaire.

The formal survey was carried out from May 9 to May 30, 2021. After three weeks of investigation, 190 questionnaires were collected, 16 questionnaires with too short answer time and failed to pass the test were excluded, and 174 valid questionnaires were finally obtained.

The recovery rate of valid questionnaires was 91.6%, which met the requirements of questionnaire collection. The KMO value of the pre-test questionnaire was 0. 973, the test value of the statistic in the Bartlett spherical test was 3127. 453, and the corresponding significance value was 0. 000 less than 0. 05, indicating that the model was suitable for factor analysis.

In this study, SPSS24.0 software was used to make descriptive statistics of the valid questionnaires (see Table 3). The results showed that 43.1% of the respondents were male and 56.9% were female; the number of respondents aged 26 to 35 was the largest, accounting for 52.3%; the number of respondents with a bachelor's degree was the largest, accounting for 45.4%; and the six major areas of the tourism industry were generally evenly distributed (see Figure 2).The number of people with a monthly income of more than 5000 is the largest, accounting for 74.7%. Based on the fact that female employees in the service industry are higher than male employees, and the age group is mainly young (see Figure 3), the data obtained in this study are reasonable and representative.

4D Publishing Group

Variables	Option	Frequency	Percent
Sex	Male	75	43.10%
	Female	99	56.90%
Age	19-25 years	25	14.40%
	26-35 years	91	52.30%
	36-45 years	39	22.40%
	46-55 years	18	10.30%
	56 +	1	0.60%
Educational attainment	High school/technical secondary school and below	33	19.00%
	College Speciality	49	28.20%
	Undergraduate	79	45.40%
	Master and above	13	7.50%
Field of tourism industry	Service and reception industry in scenic spots	19	10.90%
	Catering Enterprise	18	10.30%
	Tourism Transportation Enterprise	37	21.30%
	Tourism Accommodation Enterprise	32	18.40%
	Tourism Shopping Enterprise	37	21.30%
	Tourism and Entertainment Enterprise	31	17.80%
Monthly income	2500-3499	3	1.70%
	3500-4999	41	23.60%
	More than 5000	130	74.70%

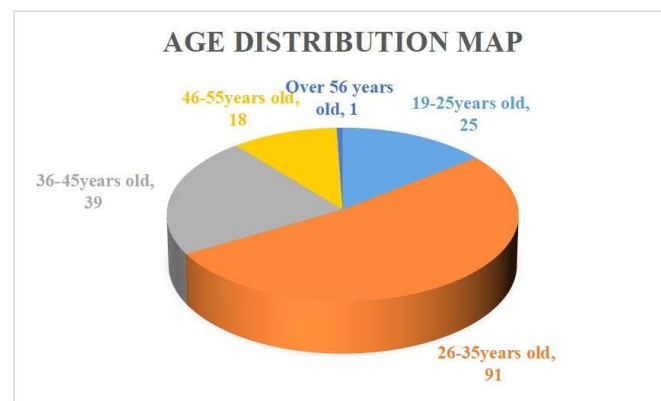Figure 2. Distribution Map of Tourism Industry

Figure 3. Age Distribution Map

Conflicts of Interest
There is no conflict of interest in this paper.