A Study of the Tourists Expectation, Satisfaction and Revisiting Intention in the Neiwan, Hsinchu

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Abstract: In recent years, the popularity of national tourism, Hsinchu County Hengshan Township Bay area is a famous tourist attraction in northern Taiwan, rich in tourist resources, and convenient transportation, unique attractions within the Bay Area and the diversity of Hakka culture, folk activities, ecology, etc. , Can predict the development of the tourism industry within the Bay in addition to driving around the attractions of the business, but also for the Hengshan Township to bring new business opportunities .The purpose of this study is to investigate the relationship between the expectation, the satisfaction and the revisiting intention of the tourists, the influence of the tourists' expectations on the experience satisfaction and the satisfaction of the tourists on the revisiting intention. The results of the study show that the expectation of tourists is significantly influence with the experience satisfaction. The satisfaction of the tourists is significantly influence with the revisiting intention. And finally put forward practical suggestions and follow-up academic research directions for Neiwan Street, and hope that this study will help the future Neiwan Street and related units planning reference.

Keywords: Expectation, Satisfaction, Revisiting Intention

1. INTRODUCTION

As a result of the national income to improve the implementation of the Government on the two-day policy, coupled with convenient transportation, but also because of a large number of media coverage and information to the public quickly, people demand for leisure activities and leisure quality requirements are gradually valued, tourism recreation is also social leisure The change in the process highlights the importance of the process. In recent years, the popularity of national tourism, leading to Taiwan's local culture and the streets left by the rich asset culture, making the preservation of local culture and reconstruction of the subject re-attention. In addition, the local also actively promote the transformation of urban and rural style, into the old street vitality and preservation of cultural monuments.

According to the Tourism Bureau, Republic of Taiwan (2015) for domestic tourism survey, the data show that Taiwan's domestic tourism rate as high as 93.2%, the average number of travels per day 8.50 times, domestic tourism spending nearly NT $ 300.1 billion, if the tourist area To see the most tourists in the northern part of Taiwan. Hsinchu County Hengshan Township Neiwan

area is a famous tourist attraction in northern Taiwan, rich in sightseeing resources, and convenient transportation, the early bay is a wood, camphor, mineral as the main industry of the village, and later because of these traditional decline and once depressed But in recent years in the inner world image of the business district, driven by the inner bay area of the tourist atmosphere, the territory of the unique attractions and diversity Hakka culture, folk activities, ecology, ecology, And so on, led the surrounding b & B, cafes, snack industry flourished, the inner bay also has a "northern Taiwan Hakka Shangri-La" title, can be predicted is the development of the inner tourism industry is no different, in addition to driving the surrounding attractions Business, but also for the Hengshan Township to bring new business opportunities.

Based on the above motivations, this study will conduct a survey on visitors to Neiwan Street, Hsinchu County, to explore the tourists expectations, experience satisfaction, and revisiting intention. The purpose of the study is as follows:

(1).Understand the tourists expectations, experience satisfaction and revisiting intention.

(2).To explore the relationship between the expectations of tourists to the experience satisfaction.

(3).To explore the relationship between experience satisfaction to the revisiting intention.

2. LITERATURE REVIEW

(1). Expectation

Drivera and Knopf (1977) pointed that expectation is a short belief that the behavior of a particular activity follows a goal-oriented approach to meet certain needs and that these behaviors will be the focus of the visitor's recreational experience. Lin (2008) argues that expectation is a desire or need for a service or product that a service provider should provide, so it is a personal inner idea and expectation that will eventually lead towards positive positive development.

Chu and Yeh (1999) think that in the leisure and sightseeing activities, people from the tourist business environment or social environment to get the message, for the upcoming places full of beautiful imagination, hold high expectations, but interested in tourism activities, Some motives, the effect of "AIDA", that is, Attention, interest, desire, and action.

Chu and Yeh (1999) define the expectation as a personal experience, judging that a certain act can lead to the outcome of a result and a need. Chun and Chen (2009) pointed that expectation refers to the belief that mankind

has the desired result of action, and that belief determines the behavior of man, and thus produces motives. According to the above-mentioned literature, many scholars have different expectations for expectations. This study considers that the expectation is to meet certain needs or aspirations, which are expected to be a short-lived belief that will determine the behavior. Liu, Chang, Liu and Huang (2005) pointed out that the desired measure is novel and self-satisfied, visits and learning, leisure transfers, seeking excitement, challenge and fitness. Wu and Lin (2012) Expectation measures the ability to expect, demand, failure psychological costs, important expectations of others, the value of work, the degree of swimming involved. In this study, we look at the factors put forward by many scholars in Neiwan Street, and make appropriate changes according to the subject of this research.

(2). Satisfaction

Satisfaction is the state in which the purchaser is paid and the actual reward received after the purchase of a product (Howard and Sheth, 1969). Westbrook (1980) point that customer satisfaction is an evaluation of the cognitive process of the difference between the actual result and the expected result obtained from the product. Satisfaction is an emotional response to a particular transaction, and the consumer himself has a psychological subjective perception of the inconsistency of the product's prior experience and expectation (Oliver, 1981). Cai (1986) point that satisfaction is determined by the differences between the results obtained by personal cognition and the imagination and the results to be obtained. Yeh (2000) found that there was a positive relationship between tourist satisfaction and revisiting intention. According to the above literature, many scholars have different definitions of satisfaction. This study considers that satisfaction is an evaluation of the actual cognitive process after the individual's expectation and experience. This evaluation is satisfactory or dissatisfied.

Szymanski & Henard (2001) classifies the method of satisfaction, satisfying satisfaction as a holistic concept, and measuring the use of a single question to understand the customer's overall attitude towards products and services. The other is to use multiple facets to measure satisfaction. Czepiel and Rosenberg (1976) argue that customer satisfaction can be seen as a holistic assessment of the response, which represents the sum of the subjective responses of the customer to the different attributes of the product. The measure of satisfaction is only a single item Product satisfaction ". Singh (1991) point that satisfaction is a multiple facet, and that satisfaction should be measured by multiple projects, and that customer satisfaction is different depending on the industry or the object of the study.

There are five factors influencing tourists' satisfaction in Song (1983) study, including the intrinsic psychological factors, social environmental factors, natural environment factors, recreational activity factors and other factors. Lai (2003) found that the impact factors of

satisfaction include eight: public facilities, recreational subjects, accommodation facilities, staff services, management, currency costs, time costs and information costs.

In this study, the tourist satisfaction of Neiwan Street is discussed in detail in the study of Song (1983) and the relevant literature of the satisfaction, and the subject of this study is moderately modified.

(3). Revisiting Intention

Kozak (2001) points out that the desire to visit is the behavior that tourists are willing to travel again to a destination or other attractions within the same country. Tourists in the journey of products, services, experience, if it is positive and is satisfied, it is the tourists again to the same destination travel will, known as the willingness to visit (Chi & Qu.2008). When visitors play to the recreation area, the recreational area offers recreational opportunities, activities and services that are in line with the needs of the tourists and the willingness to revisit the tourists (Hsieh, 2003). Tourists revisiting intention to travel is based on the knowledge of previous travel experiences (Guest, 1995).

Based on the above-mentioned literature, this study considers that the intention of relocating is that the tourist will have a satisfactory attitude towards the tourist attractions and be willing to travel again to this tourist attraction for tourism.

Wei (1995) study found that the higher satisfaction of tourists to the resource attributes, the higher the overall satisfaction of the recreation, the total satisfaction will affect the tourists' revisiting intention, when the total satisfaction is lower , The willingness to travel will be lower. Yeh (2000) found that there was a significant correlation between the total satisfaction of the recreational activities of tourists and the revisiting intention. Chien (2012) survey found that tourism satisfaction has a directly significant positive correlation with the revisiting intention.

Jones and Sasser (1995) point out that customer loyalty is measured by customer repurchase intention, the most recent purchase time and quantity, public recommendation, word of mouth, introduction to customers. Lin (2003) surveyed the revisiting intention of the Neiwan railway tourists and Chen (2004) to investigate the revisiting intention of tourists in the Longmen camping area, including the willingness to play and recommend friends and family.

3.Research Method

(1). Research Framework

Figure 1 Research Framework

(2).The Research Hypothesis
Hypothesis 1: Tourists expectation of significant influence to the satisfaction.
Hypothesis 2: Tourists satisfaction of significant influence to the revisiting intention.

(3). The Questionnaire
This questionnaire adopts the questionnaire survey as the measurement tool. The research is compiled and compiled by the literature, which consists of four parts:

A.Tourists expectation, experience satisfaction measure dimensions.
In this study, we look at the expectation factors of Neiwan Street tourists and refer to the relevant expectation factors proposed by Song (1983) and refer to the relevant literature of other satisfaction. As a result of this study, Expectation, satisfaction. There are four dimensions, which are divided into humanistic landscape expectation, psychological expectation, environmental expectation, traffic expectation, and likert 5-point scale. The higher the score is the representative result, the higher the satisfaction degree is, the higher the satisfaction degree
B. Tourists revisiting intention measure dimensions
This study examines the willingness of visitors to Neiwan Street to refer to Lin (2003) and other scholars as a measure of the revisiting intention of tourist to visit

Neiwan Street. There are three dimensions, Will and the next visit again. In order to measure the strength of the order scale 1 ~ 5, the higher the result score, the higher the revisiting intention the tourists.

C. Tourists Demographic Information
This study is based on the background questionnaires, which are gender, age, education, marital status, monthly income, residence.

4. RESEARCH RESULT
The questionnaire was published in the period from January to February 2017, and 220 questionnaires were collected. The effective recovery was 90%. The effective recovery rate was 90%. The following analysis was made on the following assumptions:

(1). Sample analysis
In terms of gender, there were 84 males (42%) and 116 females (58%). In the age group, the age group was under 20 years old, with a total of 58 (29%) and a minimum age of 60 (3%); in education, accounting for a total of 81 people (40.5%), at least for the country only 5 (2.5%); residence for the north up to 177 (88.5%) , At least one person (0,5%) in the east; 86 people (43%) married, 114 (57%) unmarried, 69 in the monthly income of 69 (34.5%), The monthly income of at least 50,000 more than 16 (8%).

Table 1 Sample Basic Data Times Allocation Table

Variable name	Option	Number	(%)
Gender	M	84	42
	W	116	58
Age	20 years old (including 20 years old)	58	29
	21 to 30 years old	55	27.5
	31 to 40 years old	53	26.5
	41 to 50 years old	20	10
	51 to 60 years old	8	4
	60 years old or older	6	3
Education	Primary school	5	28
	Junior high school	11	5.5
	High school	59	29.5
	College	32	16
	The University	81	40.5
	Graduate students above	12	6
Place of residence	North	177	88.5
	Central	17	8.5
	South	3	1.5
	East	1	0.5
	Out of the island	2	1
Marital status	Married	86	43
	Unmarried	114	57
Monthly income	20,000 or less	69	34.5
	20,000 to 29,999	53	26,5
	30,000 to 39,999	42	21
	40,000 to 49,999	20	10

	50,000 or more	16	8

(2). Analysis of Tourists expectation

Respondents in the tourists expectations of the questionnaire, the most agreed items for the "psychological expectations" surface, I expect to playing with my peers.(4.12), I expect inside the Neiwan with all kinds of food(4.11), followed by "Environmental Expectations". I expect the Neiwan to have enough resting space (4.05), and the most disagreeable items are also "psychological expectations". I expect to the inhabitants of the Neiwan will be very warm greeting tourists (3.70).

Table 2 Tourist expectations of analysis table

Facets	Question	Average	Standard deviation
Humanistic Landscape Expectations	I expect the view of the Neiwan will be very beautiful	3.95	0.864
	I expect the weather in the Neiwan to be pleasant	3.87	0.937
	I expect to the Neiwan will deepen my impression	3.71	0.949
	I expect to the Neiwan of scenic spots can make me have a new sense of vision	3.81	0.923
Psychological expectations	I expect to the inhabitants of the Neiwan will be very warm greeting tourists	3.70	0.986
	I expect that I will have a good interaction with the same person	4.02	0.969
	I expect to playing with my peers	4.12	0.894
	I expect inside the Neiwan with all kinds of food	4.11	0.895
	I expect to the influx of people inside Neiwan, will not make me feel crowded	3.82	1.055
Environmental expectations	I expect to a well-planned tourist center in the Neiwan	3.98	1.039
	I expect the Neiwan to have a clean toilet	4.02	1.002
	I expect the Neiwan to have a clean and hygienic environment	4.02	0.987
	I expect the Neiwan to have enough resting space	4.05	1.034
Traffic expectations	I expect the Neiwan traffic to be very convenient	3.98	0.974
	I expect the Neiwan to have enough parking space	4.02	0.980
	I expect to the Neiwan within the perfect attractions indicators	3.97	0.961
	I expect the Neiwan to provide a means of transport that allows visitors to move freely	3.83	1.057

4.3Analysis of Experience Satisfaction

Respondents in the tourist Satisfaction Questionnaire, the most agreed items were "Psychological Satisfaction", which I expected to play with my peers (3.93) and the most disagreeable project was "Environmental Satisfaction" I expect the Neiwan to have enough resting space (3.35)

Table 3 Tourist experience satisfaction of analysis table

Facets	Question	Average	Standard deviation
Humanistic	I expect the view of the Neiwan	3.71	0.759

Landscape Expectations	will be very beautiful		
	I expect the weather in the Neiwan to be pleasant	3.70	0.789
	I expect to the Neiwan will deepen my impression	3.51	0.789
	I expect to the Neiwan of scenic spots can make me have a new sense of vision	3.57	0.774
Psychological expectations	I expect to the inhabitants of the Neiwan will be very warm greeting tourists	3.65	0.873
	I expect that I will have a good interaction with the same person	3.92	0.847
	I expect to playing with my peers	3.93	0.802
	I expect the Neiwan with all kinds of food	3.80	0.866
	I expect to the influx of people inside the Neiwan, will not make me feel crowded	3.35	1.101
Environmental expectations	I expect to a well-planned tourist center in the Neiwan	3.47	0.951
	I expect the Neiwan to have a clean toilet	3.47	0.940
	I expect the inner bay to have a clean and hygienic environment	3.40	0.898
	I expect the Neiwan to have enough resting space	3.35	1.032
Traffic expectations	I expect the Neiwan traffic to be very convenient	3.53	0.896
	I expect the Neiwan to have enough parking space	3.52	0.913
	I expect to the Neiwan within the perfect attractions indicators	3.61	0.825
	I expect the Neiwan to provide a means of transport that allows visitors to move freely	3.83	0.845

(4). Analysis of revisiting intention of tourists

Respondents in the tourists revisiting intention Questionnaire, the most agreed items for the " revisiting intention ", I would be willing to come back to the Neiwan (3.91), followed by "recommended ", I will recommend friends and family to travel within the Neiwan (3.90).

Table 4 Tourist revisiting intention of analysis table

Facets	Question	Average	Standard deviation
Recommended	I will recommend friends and family to travel within the Neiwan	3.90	0.719
Revisiting intention	I would be willing to come back to the Neiwan	3.91	0.758
The next visit again	The next time I travel will choose the Neiwan for tourism	3.45	0.838

(5). Hypothesis testing analysis

Hypothesis 1: Tourists expectation of significant influence to the satisfaction.

Explore the relationship between "tourists expectation" and "tourists satisfaction", and use Pearson correlation to view the correlation.

Pearson correlation analysis showed that the " tourists expectation " and " tourists satisfaction " presented significant positive correlation(P = 0.414), indicating that the higher the tourists expectation to Neiwan Street, the higher degree of tourists satisfaction, as shown in Table 5. Therefore, the verification hypothesis first, the tourists expectation of tourist and the satisfaction is significantly correlated.

Table 5 Correlation between tourists expectation and satisfaction

	Expectation	Satisfaction
expectation of Pearson	1.000	0.414**
Significant (two-tailed)		0.000
number	200	200
Satisfaction Pearson related	0.414**	1.000
Significant (two-tailed)	0.000	
number	200	200

* $P \leqq 0.05$ **$P \leqq 0.01$

($F = 40.519$, $P = 0.000$), and the adjusted variance was 16.7% ($R^2 = 0.171$), and the variance was calculated by the simple regression analysis. , Adjusted $R^2 = 0.167$), indicating that tourists satisfaction will be influenced by the expectations of tourists. The regression equation is:
Tourist satisfaction
$= 2.313 + 0.323$ *Tourists expectations

Hypothesis 2: Tourists satisfaction of significant
Table 6 Correlation between tourists satisfaction and revisiting intention

	Satisfaction	Revisiting Intention
Satisfaction of Pearson	1.000	0.525**
Significant (two-tailed)		0.000
number	200	200
Revisiting intention of Pearson	0.525**	1.000
Significant (two-tailed)	0.000	
number	200	200

($F = 74.665$, $P = 0.000$), and the adjusted variance was 27.2% ($R^2 = 0.276$), and the regression analysis showed that the variance was 27.2% ($R^2 = 0.276$, Adjusted $R^2 = 0.272$), indicating that tourists revisiting intention will be influenced by the satisfaction of tourists. The regression equation is:
Tourists revisiting intention
$= 1.686 + 0.577$ * tourist satisfaction

5. CONCLUSION AND SUGGESTION

(1).Tourists background, expectations, experience satisfaction and revisiting intention
According to the study, Neiwan Street tourists are mostly women, there are 116 people in the age of 20 years of age are more, a total of 58 people; in terms of education, accounting for a total of 81 people in the university; marital status, To the majority of unmarried, there are 114 people, the monthly income of up to 20,000 below 69 people, the highest residence for the north, there are 177 people.
Tourists in the expectations of the questionnaire, the most agreed items for the "psychological expectations" I expect to playing with my peers, tourists in the satisfaction questionnaire, the most agreed items for the "psychological satisfaction" I expect to playing with my peers, tourists in the revisiting intention of the questionnaire, the most agreed items for the " revisiting intention " I would be willing to come back to the

influence to the revisiting intention.
The study explores the relationship between " tourists satisfaction" and " revisiting intention ", and uses Pearson correlation to view the correlation.
Pearson correlation analysis showed that the " tourists satisfaction " and " tourists revisiting intention " presented significant positive correlation(P = 0.525),indicating that the higher the tourists satisfaction to Neiwan Street, the higher degree of tourists revisiting intention. So verify the hypothesis Second, the tourist experience satisfaction of tourists and the revisiting intention is significantly correlated.

Neiwan.
(2).Analysis of correlated Tourists expectations, experience satisfaction and revisiting intention
Pearson correlation analysis showed that the " tourists expectation " and " tourists satisfaction " presented significant positive correlation(P = 0.414), indicating that the higher the tourists expectation to Neiwan Street, the higher degree of tourists satisfaction,
Pearson correlation analysis showed that the " tourists satisfaction " and " tourists revisiting intention " presented significant positive correlation(P = 0.525),indicating that the higher the tourists satisfaction to Neiwan Street, the higher degree of tourists revisiting intention.
After the study and investigation, this study is aimed at the current Neiwan area proposal can be compared within different ages within the Neiwan Street, the study learned that tourists to Neiwan Street, mostly under the age of 20 more recommended follow-up can be for other tourists to the age of the study to understand the different age of tourists for Neiwan Street expectations, satisfaction and the revisiting intention whether there is a difference.
In the tourist expected survey, inhabitants of the Neiwan will be very warm greeting tourists, can't let tourists to expect; in the tourist satisfaction survey, the whole, the Neiwan to have enough resting space, can't let tourists satisfied. In the tourists revisiting intention survey , The next time I travel will choose the Neiwan for tourism, the proposed to need strengthen the Neiwan Street service or

the quality of products, and improve the Neiwan Street Environment, as far as possible the establishment of some resting space, such as: pavilions, seats .., etc., to improve the expectations of tourists, satisfaction and revisiting intention.

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