

Study on Influencing Factors of Peasant Tourists' Loyalty in Red Leaf Valley Scenic Spot of Jinan on SPSS 22 Software

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Abstract—The author studies the influencing factors of peasant tourists' loyalty in Red Leaf Valley Scenic Spot of Jinan, and makes a questionnaire survey on peasant tourists and local rural residents. The obtained data were processed by multiple linear statistical regression analysis using SPSS 22 software. After analysis, the conclusions are as follows: (1) The image of scenic spot has a significant positive impact on the loyalty of peasant tourists.(2)Local identity has a significant positive impact on peasant tourists' loyalty.(3) Service quality has a significant positive impact on peasant tourists' loyalty.(4) Perceived experience value has no significant positive impact on peasant tourists' loyalty.(5) The most significant impact on the loyalty of peasant tourists is the scenic spot image, followed by local identity, and the smallest is the service quality.

Keywords- Peasant Tourists' Loyalty, Perceived Experience Value, Scenic Spot Image, Local Identity, Service Quality

1 INTRODUCTION

According to the seventh national population census, China has a population of 1.411 billion, including more than 500 million rural residents. With the development of China's economy, farmers' consumption ability is increasing. The development of peasant tourist market provides new ideas and directions for the development of scenic spots. Cultivating loyal peasant tourists is an important way for the development of scenic spots, which needs to be prioritized and studied by scenic spot managers.

According to the literature, the author studies the influencing factors and ways of peasant tourists' loyalty. The author analyzed and collected evidence through online survey and field questionnaire. Taking service quality, perceived experience value, scenic spot image and local identity as independent variables, this paper studies and analyzes their impact on peasant tourists' loyalty, which is not only conducive to the cultivation of farmers' tourism market, but also provides a strong basis for scenic spot decision-making.

2 LITERATURE REVIEW AND RESEARCH HYPOTHESES

2.1 Concept Definition

2.1.1 Peasant tourists

Tourists refer to those who carry out activities outside the usual environment, stay in the place for less than one year, and the main purpose of the visit is not to engage in some paid activities.[1] Zhou Guozhong and other scholars believe that peasant tourists refer to rural residents who are consumers in tourism activities and no longer producers of tourism products.[2] The author believes that peasant tourists are rural residents who temporarily leave their permanent residence and go to various places to participate in sightseeing activities in order to obtain a pleasant experience.

2.1.2 Tourist loyalty

Tourist loyalty means that tourists weigh the material characteristics of the scenic spot according to the satisfaction of their needs, and have the tendency to buy again.[3] Most scholars believe that tourist loyalty is actually the long-term unchanged attitude and behavior preference of tourists towards a scenic spot.[4] The author believes that tourists' loyalty is the behavior that tourists take tourism satisfaction as the premise and form psychological preference due to their satisfaction with tourism products, so as to guide tourists to repeat tourism. Tourist loyalty can be divided into two dimensions: revisiting tendency and word-of-mouth publicity.

2.1.3 Perceived experience value

Perception is the overall impression of tourists on the tourism destination through tourism behavior.[5] Perceived value can be regarded as the evaluation of the value of products or services perceived by tourists in the process of tourism and the utility obtained after paying the cost.[6] Mathwick et al. believe that experience value is the degree of preference of consumers for products and consumption perception through interaction with products and services.[7] The author believes that the perceived experience value is all the feelings obtained by participating in tourism activities. By triggering tourists' emotional response, it produces a kind of physical and mental pleasure and enjoyment, and promotes tourists' willingness to have a deeper understanding of the scenic spot.

2.1.4 Service quality

The definition of service quality is widely recognized by Parasuram et al. in 1985. This definition holds that service quality is the gap between customers' service expectations of providers with general industry standards and their perception of the actual performance of a specific enterprise.[8] Su Lujun analyzed from the perspective of customers and believed that service quality refers to the sum of actual and potential needs that services can meet, that is, the degree of satisfaction of customers' needs.[9] The author believes that service quality is the customer's perception of the quality of products or services. It is not only affected by the overall industry, but also inseparable from the customer's own personal factors. It is a comprehensive judgment.

2.1.5 Image of scenic spot

At first, people's perception and attention to scenic spots were through personal perception. However, perception is only a one-sided judgment of material characteristics. It is too narrow to perceive the quality of a scenic spot only through visual, auditory, tactile and other perceptual methods. Beerli and Martin began to measure and perceive the image of scenic spots from the perspectives of perception and emotion in recent years.[10] The image of the scenic spot not only includes the knowledge and belief of the characteristics of the scenic spot, but also includes personal emotion.[11] The image of the scenic spot not only has the material characteristics of the scenic spot, that is, the natural environment, infrastructure, traffic conditions, etc., but also includes the feelings of tourists about the scenic spot. Therefore, the author believes that the image of the scenic spot is the tourists' subjective perception and overall impression of the objective conditions of the scenic spot.

2.1.6 Local identity

After investigating and studying the tourism community, Zhang Zhonghua and other scholars believe that human emotion and local resources are not isolated from each other, and they will interact, so individuals will have a sense of belonging and attachment to the place.[12] The so-called local attachment refers to people's special feelings for a place, that is, the emotional preference for a place, or "attachment complex". Local attachment can be divided into two levels: local dependence and local identity. Local identity is a psychological feeling, which is generated by tourists staying in a place for a long time, emphasizing the significance and indispensability of the environment to individuals.[13] The author believes that when tourists stay in a certain place for a long time or visit repeatedly, through the understanding and integration of the local area, the connection between individuals and the local area will be significantly enhanced, which is easy to produce a sense of identity and belonging.

2.2 Research Hypothesis

2.2.1 The influence of perceived experience value on peasant tourists' loyalty

Sun Jie et al. found in the lavender tourism investigation and research in Huocheng, Xinjiang that the experiential value dimension of tourists' perceived value of lavender has a significant impact on tourists' loyalty. Customers desire and enjoy being close to lavender, and good experience projects play an important role in customers' revisit. [14] Zhang Jiantao and Yu Jinhua have investigated the tourists of hot spring tourism in Liaoning Province and found that the experience value felt by tourists in tourism has a positive impact on tourists' loyalty.[15] Perceived experience value is the direct reason for the behavior tendency of farmers' tourists. Therefore, the author makes the following assumptions:

H1, Perceived experience value has a significant positive impact on peasant tourists' loyalty.

2.2.2 The impact of service quality on peasant tourists' loyalty

Tourism industry is a service industry, and service accounts for a large proportion in tourism activities. In the process of participating in tourism activities, the quality of services received by farmers' tourists will not only affect their satisfaction, but also affect the loyalty of farmers' tourists. When Babin and others studied Korean restaurants in 2005, they found that high-level

service will produce high satisfaction, and customers will tend to come here again in the future.[16] Chinese scholars Yang Rui and Su Xue investigated the tourists in Xi'an and found that the service quality was positively correlated with the loyalty of tourists by using the expectation difference theory. The better the service quality, the higher the loyalty of tourists.[17] The quality of service will affect the experience of peasant tourists in tourism activities and their impression and evaluation of destinations, thus affecting their choice of destinations in the future. Therefore, the author makes the following assumptions:

H2, Service quality has a significant positive impact on peasant tourists' loyalty.

2.2.3 The influence of scenic spot image on peasant tourists' loyalty

Bian Xianhong studied the destination image and shopping behavior, and found that the destination image is positively related to customer loyalty. The better the destination image, the better the reputation of tourists and the stronger the revisiting psychology.[18] Scholar Wang Xiaohui investigated the tourists in Lhasa city and found that the tourists' cognitive image and emotional image of the scenic spot will have a certain impact on the tourists' loyalty. The better the cognitive image and emotional image, the higher the loyalty of tourists to the scenic spot.[19] Good scenic environment, convenient transportation and perfect infrastructure all contribute to the improvement of the image of the scenic spot, so as to attract more loyal tourists, including farmers. The author believes that the better the image of the scenic spot, the more peasant tourists will be attracted, and the higher their satisfaction and loyalty will be. Therefore, the following assumptions are proposed:

H3, The image of the scenic spot has a significant positive impact on the loyalty of peasant tourists.

2.2.4 The influence of local identity on peasant tourists' loyalty

After studying rural tourism, Bai Kai found that the higher the degree of rural tourists' recognition of a place, the stronger their willingness to publicize and revisit it.[20] Tourists will have an obvious tendency to revisit the scenic spots they identify with, and will actively spread the positive information of the tourist destination to others. Wang Jiangzhe and others have investigated famous scenic spots such as Liugong Island, Huancui building and Weihai Park in Weihai and found that tourists tend to choose tourism destinations with tourism experience and tourism emotion. Local identity has a direct positive impact on loyalty.[21] Tourists' loyalty to a place is the result of the accumulation of positive emotions. The stronger the local identity, the higher the loyalty to the place. Therefore, the author puts forward the following assumptions:

H4, Local identity has a significant positive impact on peasant tourists' loyalty.

3 RESEARCH DESIGN

3.1 Scale Selection

The first part of the questionnaire is the personal information of peasant tourists, and the second part is the measurement scale of four influencing factors: perceived experience value, service quality, scenic spot image and local identity. The perceived experience value was measured by the scale developed by Dou Lu, including entertainment activities, sports activities and

adventure activities. The service quality scale is measured by the scale developed by Parasuraman and Zeithaml, including five items: service personnel appearance, service accuracy, service response speed, service attitude and personalized service. This scale is widely used in empirical research and has good reliability. The scenic spot image scale adopts Yu Shengxiang's scale, including five items: natural and cultural environment, infrastructure services, tourism development level, personality attraction of the city and traffic safety. The scale of local identity by Jia Yanju and Lin Derong includes four items: lifestyle, sense of belonging, special impression and nostalgia for the scenic spot. Loyalty adopts the scale of Liu YingYing and Lu Lin, including three items: recommendation intention, positive publicity intention and revisit intention. The scale has been proved to be reliable through field investigation and many demonstrations.

3.2 Data Collection

One part of the questionnaire data comes from peasant tourists and nearby residents in Red Leaf Valley scenic spot, and the other part comes from network research. The survey was conducted from May 1 to June 3, 2021. A total of 300 questionnaires were distributed and 260 were recovered, including 241 valid questionnaires, with an effective rate of 92.69%.

3.3 Sample Analysis

The demographic analysis of the survey sample is as follows: female tourists account for 51.04% of the total number of this survey, and male tourists account for 48.96%. Peasant tourists are distributed in all age groups, mostly young and middle-aged, accounting for 75.31%. The annual income of peasant tourists interviewed varies, mainly below 100000 yuan, accounting for 82.58%. The number of annual trips of these peasant tourists varies, mainly 2-3 times, accounting for 45.23%. According to the above sample analysis, the questionnaire is representative and diverse, and can be used as a sample for this survey and research.

4 DATA ANALYSIS

4.1 Multiple Statistical Regression Analysis

In order to verify whether the assumptions about the impact of local identity, perceived experience value, service quality and scenic spot image on peasant tourists' loyalty are accurate, the author takes four influencing factors as independent variables and peasant tourists' loyalty as dependent variables, and uses spss22 software to conduct multiple statistical regression analysis on the data.

After multiple linear regression analysis, R is 0.803, R^2 is 0.644, and adjusted R^2 is 0.638, all greater than 0.5, indicating that the data fitting effect of the conceptual model is good. The F value is 106.958 and the P value is 0.000, which is significant at the level of 0.1%, indicating that the overall linearity of the conceptual model is very significant. To sum up, the theoretical model in this paper can be used to analyze the hypothesis test results.

4.2 Analysis of Hypothesis Test Results

The hypothesis test results are shown in Table 1.

TABLE 1. HYPOTHESIS TEST RESULTS

Dependent variable	Independent variable	Regression Coefficient	P value
Peasant tourists' loyalty	Perceived experience value	-0.002	0.975
	Service quality	0.180	0.001
	Image of scenic spot	0.331	0.000
	Local identity	0.321	0.000

The inspection results in Table 1 are analyzed as follows:

The regression coefficient of perceived experience value factor is -0.002, and the significance level is 0.975, which is significantly greater than 0.1. Therefore, tourism experience value factors have no significant positive impact on peasant tourists' loyalty, indicating that H1 is not tenable.

The regression coefficient of service quality factor is 0.180 and the significance level is 0.001, indicating that tourism service quality has a positive impact on peasant tourists' loyalty, which is significant at the level of 0.1%.

The regression coefficient of the image factor of the scenic spot is 0.331, the significance level is 0.000, less than 0.001, indicating that the image of the scenic spot has a positive impact on the loyalty of peasant tourists, and is significant at the level of 0.1%, that is, H3 is established.

The regression coefficient of local identity factor is 0.321, the significance level is 0.000, less than 0.001, indicating that local identity has a positive impact on peasant tourists' loyalty, which is significant at the level of 0.1%, that is, H4 is established.

Comparing the absolute value of regression coefficient of significant factors, it can be seen that the absolute value of scenic spot image coefficient (0.331) > the absolute value of local identity coefficient (0.321) > the absolute value of service quality coefficient (0.180). Therefore, the biggest impact on peasant tourists' loyalty is scenic spot image, followed by local identity, and finally service quality.

Overall, the image of scenic spots, local identity and service quality have a significant positive impact on peasant tourists' loyalty. The impact of perceived experience value on peasant tourists' loyalty is not significant, so the corresponding hypothesis put forward by the author has not been established. Therefore, in this theoretical model, H1 is not tenable, but H2, H3 and H4 are proved to be tenable.

5 CONCLUSION

The author makes a series of investigation on the impact of cultural identity, scenic spot image, perceived experience value and service quality on peasant tourists' loyalty, and draws the following conclusions.

1) Perceived experience value has no significant positive impact on peasant tourists' loyalty, and tourists' perception level of tourism experience in the scenic spot is low.

- 2) *The image of scenic spot has a significant positive impact on peasant tourists' loyalty.*
- 3) *Local identity has a significant positive impact on peasant tourists' loyalty.*
- 4) *Service quality has a significant positive impact on peasant tourists' loyalty.*
- 5) *By comparing the absolute value of regression coefficient of significant factors, it can be seen that the most significant impact on peasant tourists' loyalty is the scenic spot image, followed by local identity, and the smallest is the service quality.*

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