

The Destination Image - Behavioural Intention Relationship: Testing Potential Mediations

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This study aims to examine a multiple mediation model in which behavioural intention is jointly influenced by interaction among destination image, perceived value and overall satisfaction. Data of 930 international tourists in Phuket was analysed using structural equation modelling (SEM) to examine the relationship between the constructs. This study improved the understanding of the role of the multiple mediation model. The results show that destination image did not affect behavioural intention, however, perceived value and overall satisfaction affected behavioural intention. Moreover, perceived value and overall satisfaction mediated the relationship between destination image and behavioural intention. The study contributes to the literature by understanding direct effects and indirect effects on the relation between destination and behavioural intention. Moreover, it can also provide specific theoretical and managerial implications in the paper.

Key words: *Image, Value, Satisfaction, Tourist, Mediator*

Introduction

Phuket is a world-class tourist destination because of its convenient location, variety of tourism resources and its recognition as a city of gastronomy, all of which account for the large number of tourists visiting from around the world (Tourism Development Committee for Andaman Tourism Development Area (Phuket, Krabi, Phang-nga, Trang, and Satun), 2016). In 2017, the total number of tourists visiting Phuket was 10,109,382 which generated 4.23 hundred billion Baht of income to the city. Both the number of tourists and the income were higher in 2017 than those of the previous years (Department of Tourism, 2018). In order to maintain such a high number of tourists and revenue, the sustainable development of the tourist destination with respect to tourist behaviour is unavoidable.

Development of tourist destinations pertaining to tourist behaviours requires the cautious consideration of key persons in the tourism sector with regards to tourists' behavioural intention, as this development encourages tourists to revisit the destination as well as to recommend it to others (Kock, Josiassen, & Assaf, 2016; Whang, Yong, & Ko, 2016). On the issue of behavioural intention, the relative importance of destination image has been subject to considerable debate. Recent evidence has affirmed that destination image is a significant component in tourists' behaviour. It plays a key role in tourists' behaviour intention, which ultimately brings about their desire to revisit the destination (Chew & Jahari, 2014; Giraldo & Cesareo, 2014; Qu, Kim, & Im, 2011; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Tan & Wu, 2016; Tosun, Dedeoglu, & Fyall, 2015; Whang et al., 2016) and affects their decisions to further recommend the place to their family and friends (Jalilvand, Samiei, Dini, & Manzari, 2012; Kock et al., 2016; Park & Njite, 2010; Wang & Hsu, 2010).

In addition to its effects upon tourists' decisions, destination image is a fundamental aspect in devising effective tourism marketing strategies that assist the destination in distinguishing itself from, and successfully competing with, its competitors (Kislali, Kavartzis, & Saren, 2016). This notion bears a close resemblance to what the Tourism Authority of Thailand (2012) states; that with the purpose of obtaining overall comprehension of a tourism destination, it is essential to analyse the relevant factors which have changed, in countless aspects, over the years. In a similar fashion, with an emphasis on examining current data reflecting the understanding, belief and expectations of tourists towards a destination, an attempt to improve and create competitive destination image will be accomplished. A thorough exploration of the relationship between destination image and tourists' behavioural intention is, accordingly, of tremendous importance. The key decision makers in the region are required to enhance the image of the destination in relation to tourists' selection of the destination and their behavioural intention.

Several attempts have been made to investigate the correlation between destination image and behavioural intention. The existing accounts fail to resolve the contradiction between destination image and behavioural intention. Surveys such as that conducted by Styliadis, Shani, & Belhassen (2017) show that destination image has a directly positive effect upon behavioural intention. A number of researchers have reported indirect effects of destination image on behavioural intention through a mediator (T.M. Cheng, Wu, & Huang, 2013; Su, Hsu, & Swanson, 2017). There is increasing study that some relationship between destination image and behavioural intention. The relationship, with a primary focus upon the indirect effects of destination image, have been constantly investigated in academia with an aim to enhance apprehension about tourist behaviours, most importantly in terms of tourist satisfaction. Not only can tourist satisfaction be employed as the mediator to clarify the relationship between destination image and tourists' behavioural intention (Maghsoodi Tilaki, Hedayati Marzbali, Abdullah, & Bahauddin, 2016; Oliver, 2010) but an understanding of perceived value can also be adopted to serve a similar purpose (Ramseook-Munhurrin, Seebaluck, & Naidoo, 2015).

This indicates a need to understand the various perceptions of the correlation between factors that are yet unable to identify the causal factors influencing tourists' behavioural intention applicable to the specific tourism context of Phuket. Therefore, such a research gap can be appropriated as an opportunity for examining the correlation between several mediators, especially to determine the relationship patterns between destination image, perceived value, overall satisfaction, and behavioural intention in the context of foreign tourists visiting in Phuket. In opposition to the previous studies, the major objective of this research is to explore the connection between different mediators by means of describing the direct effects of destination image on tourists' behavioural intention as well as testing the mediators that contribute to the clarification of indirect effects in the model. It is hoped that the results of this study could assist researchers in advancing their understanding of the relationship between factors.

Literature review and research hypotheses

Destination image

As an issue being discussed extensively among scholars and key decision makers in the tourism industry, destination image plays a crucial role in influencing tourists' decisions, including selection of the destination and engagement in activities at the attraction (Camprubi, Guia, & Comas, 2013; Kislali et al., 2016; Sun, Chi, & Xu, 2013). Destination image refers to the perception of a person through sights, the hearing of stories, and experiences, that ultimately shape his or her belief, thoughts and impression towards the destination (Crompton, 1979). Destination image can be appraised in terms of cognitive image and affective image. Whereas cognitive image involves tangible objects such as beaches, food, accommodations, activities, entertainment, hygiene and scenery, affective image encompasses one's sentiment, such as fascination/disinterest, tension/relaxation, boredom/enjoyment, sadness/excitement (Baloglu & McCleary, 1999; Echtner & Ritchie, 2003).

Perceived value

Perceived value refers to the utility each tourist gains, and it connects to one's evaluation of the destination (Zeithaml, 1988). Determining the perceived value centres around weighing between the costs spent on travelling to and within the destination and the benefits received from the journey. Perceived value probably affects tourist behaviours (Ramseook-Munhurrin et al., 2015). Tourists can appraise the value using unidimensional measure and multidimensional measure. The unidimensional measure is adopted to calculate overall perceived value, while the multidimensional measure is designed for evaluating perceived value through various dimensions. Therefore, the latter form of measurement is considered superior owing to its ability to carry out a more detailed appraisal of utility including the economic value. Such value determination is concurrent with an economic theory concerning benefits deriving from a purchase of product or service with reference to time and financial

resources spent. Previous studies have, to a large extent, emphasised the significance of determining economical value (T. M. Cheng & Lu, 2013; Puig & Ming, 2017; Sheth, Newman, & Gross, 1991). At the same time, leisure tourists still place an importance on emotional value, which contributes to their enjoyment and positive impression towards the destination (Jamal, Othman, & Muhammad, 2011; Prebensen & Xie, 2017). Furthermore, social value is worth taking into consideration as it bestows pleasant memories regarding the attraction. Tourists may undergo unique experiences from their daily routines provided that they are allowed interactions with the community (Prebensen, Woo, Chen, & Uysal, 2012; Rasoolimanesh, Dahalan, & Jaafar, 2016).

Overall satisfaction

Satisfaction is a factor responsible for insight into consumer behaviours that originate from their evaluation of the services provided (Oliver, 1999). Expectation Theory has established a framework for satisfaction evaluation in which consumers illustrate the differences between their expectations of the service and the actual service received. The results will pinpoint either positive confirmation or negative confirmation. While positive confirmation is caused by the ability of the service providers to exceed consumer expectations and achieve their satisfaction, negative confirmation or dissatisfaction occurs when consumer expectations fail to be met. Once such framework is applied to the field of tourism; it is plausible to measure the overall satisfaction level of tourists and to identify the connection between their expectations and actual experiences from the excursion.

Behavioural intention

Behavioural intention as explained by the Theory of Planned Behaviour refers to prospective behaviours, probably exhibited by tourists in the form of intentions to revisit the destination, repurchase service/s or a recommendation of the destination to others (Oliver, 1999; Robinson & Etherington, 2006), induced by attitudes, perceptions and standards of each tourist (Ajzen, 1991). Assessing dimensions of tourists' behavioural intention can characterise features of revisit intention, which embraces the bond between tourists and the destination through their future returns (Chiu, Zeng, & Cheng, 2016; Tan & Wu, 2016), and recommendation intention, whereby tourists recommend and share their positive experiences with their friends, relatives and others to encourage them to visit the destination (Chiu et al., 2016; Qu et al., 2011; Stylidis et al., 2017; Whang et al., 2016). Widely accepted for their application to research in the field of hospitality and the tourism industry, the two dimensions used to assess behavioural intention ensure a more profound understanding of tourist behaviours.

The research model and hypotheses

Scholars have shown constant interest in and explored influences of destination image on the behavioural intention of tourists. Previous studies indicate that destination image is a contributory factor to tourists' behavioural intention (Stylidis et al., 2017; Tan & Wu, 2016; Wu, 2016). Tosun et al. (2015) describe destination image in the matter of perception and emotion and postulate that both dimensions have impacts on the intention to revisit. Furthermore, Molinillo, Liebana-Cabanillas, Anaya-Sanchez and Buhalis (2018) investigated destination images perceived by tourists from online media such websites, Instagram, Facebook and YouTube. The evidence from the study points towards the idea that the overall image of a destination affects tourists' revisit intention. However, it is remarkable that Wang and Hsu (2010) claimed a contrasting argument in which the overall image of a destination merely sheds indirect influences upon behavioural intention through several mediators (Chiu et al., 2016; Whang et al., 2016).

Previous studies on the topic also reflect that tourist satisfaction has assumed a vital role in offering a more comprehensive explanation on the connection between destination image and behavioural intention. Palau-Saumell, Forgas-Coll, Amaya-Molinar and Sanchez-Garcia (2016) tested the correlation between destination image and tourist satisfaction. The results substantiated arguments in earlier studies on the same topic that destination image is intimately connected to satisfaction (Chiu et al., 2016; Maghsoodi Tilaki et al., 2016; Wu, 2016). Similarly, T.M. Cheng and Lu (2013) confirm that good perception of the image increases positive perceived value. Hence, it lent support to Phillips, Wolfe, Hodur and Leistriz's argument (2013) when tourists perceived positive destination image, the tourists would perceive great value. Moreover, the results of the study by Palau-Saumell et al. (2016), in which perceived values of tourists in different tourist destinations were compared, turned out to be in complete agreement with the other research studies. Destination image, regardless of different destinations, exerted positive effects on value perception. This led to the first three hypotheses:

Hypothesis 1: Destination image has directly a positive effect on behavioural intention.

Hypothesis 2: Destination image has directly a positive effect on overall satisfaction.

Hypothesis 3: Destination image has directly a positive effect on perceived value.

Exploring the correlation between perceived value and other factors enables researchers to propose a more complete explanation of tourist behaviours (Jamal et al., 2011). Previous studies also reinforce the significance of perceived value as a contributing factor to creating a successful strategy for strengthening the competitiveness of a tourist destination (S.-H. Kim, Holland, & Han, 2013). From the prior studies, it was notable that perceived value bears a close relation to tourist satisfaction (Prebensen & Xie, 2017; Rasoolimanesh et al., 2016) and tourists' behavioural intention (T. M. Cheng & Lu, 2013; Ilban, Kasli, & Bezirgan, 2015).

A study by Chen and Chen (2010) also discovered that perceived value influences tourist satisfaction and behavioural intention. The higher the perceived value, the more satisfied tourists are. Such satisfaction is subsequently expressed by their recommendation intention and revisit intention. The findings were scarcely distinguishable from S.-H. Kim, Holland, and Han's (2012), who also recognised the influence of perceived value on tourist gratification and behavioural intention. Nonetheless, Sun et al. (2013) and Phillips et al. (2013) contradict the others with their findings. While they did discover the connection between perceived value and tourist satisfaction, their research failed to bring to light the correlation between perceived value and behavioural intention. Palau-Saumell et al. (2016) carried out a subsequent study on tourists who travelled to different destinations. Their results elucidate that perceived value affects the overall tourist satisfaction, yet sheds no influence on behavioural intention. For this reason, the fourth and fifth hypotheses were formulated:

Hypothesis 4: Perceived value has directly a positive effect on behavioural intention.

Hypothesis 5: Perceived value has directly a positive effect on overall satisfaction.

The notion regarding behavioural intention is manifested in revisit and recommendation intentions, which are considered an indicator of confidence in the tourist destination as well as a reliable source of information for other tourists (Park & Njite, 2010). Correlation between satisfaction and tourists' behavioural intention reflects the importance of satisfaction on encouraging tourists to revisit the destination and to recommend it to others (S.-H. Kim et al., 2013; Puig & Ming, 2017; Wang & Hsu, 2010). A study with the aim to examine behaviours of tourists travelling in South Korea by Chiu et al. (2016) sheds light on the role of satisfaction as a determining factor for winning tourists' loyalty towards a destination. Concurrent with Chiu et al.'s study, Maghsoodi Tilaki et al. (2016) and Su et al. (2017) found that tourist satisfaction significantly influences their behavioural intention. High levels of satisfaction undoubtedly contribute to positive behavioural intention. Those studies contributed to the construction of the final hypotheses:

Hypothesis 6: Overall satisfaction has directly a positive effect on behavioural intention.

In this study, a research framework has been developed based on correlation between mediators and hypotheses. Tourist behaviours account for the explanation of the travelling process beginning from pre-visit behaviour, to on-site behaviour, post-visit behaviour and through to future behaviour (Chen & Tsai, 2007). This study has highlighted the fact that image is a crucial factor determining tourists' decision to set off on their journeys. Perception of the destination image prior to their journey suggests the pre-visit behaviour, followed by the on-site behaviour where the perceived value comes into play. After that tourists will rate their satisfaction towards the destination. Such behaviours also exercise influence on tourists' behavioural intention. This concept has been subsequently developed into a research framework designed for investigating

causal relationship (see Figure 1). Destination image was set as the independent variable expressed by the perceived value and overall satisfaction, whereas behavioural intention took on the role of the dependent variable.

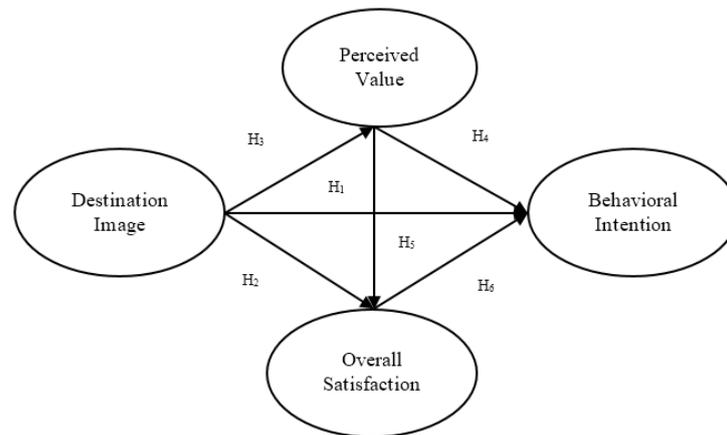


Figure 1. The research model

Methodology

The population for this study comprised 5,430,845 foreign tourists visiting Phuket from six countries: China, Russia, Germany, Australia, the UK and South Korea (Department of Tourism, 2018). The number of the population studied constituted over half of the total number of foreign tourists travelling in Phuket. The sample size was determined based on a structural equation model (SEM) analysis (Hair, Anderson, Babin, & Anderson, 2010) leading to the data collection from the minimum of 150 tourists from each country. Moreover, systematic sampling was utilised. The data collection was arranged in front of the arrival gate at Phuket International Airport with every fifth tourist ($n+5$) waiting in front of the gate being invited to respond to the questionnaire. However, to ensure diversity, data was collected from not more than 30 passengers from the same flight. The data collection process lasted for 30 days, from November 15, 2018 to December 15, 2018. One thousand (1000) questionnaires were distributed, and the response rate turned out to be 100%, with all of the questionnaires being responded to. Such a high response rate allowed the researcher the luxury of selecting the most complete 930 questionnaires out of the total of 1,000. In accordance with structural equation model analysis' determination of sample size, the number of selected questionnaires was deemed sufficient and effective. Data with regard to the demographic profiles of respondents are shown in Table 1.

Table 1
Demographic Profiles of Respondents

		N (930 tourists)	Percentage
Nationality	Chinese	137	14.7
	South Korean	134	14.4
	Australian	132	14.2
	United of Kingdom	151	16.2
	German	126	13.5
	Russian	250	27.0
Gender (N = 929)	Male	493	53.0
	Female	437	47.0
Age	18 – 27 years	237	25.5
	28 - 37 years	331	35.6
	38 - 47 years	157	16.9
	47 - 57 years	138	14.9
	Over 57 years	66	7.1
Education	Below Bachelor's degree	137	14.7
	Bachelor's degree	308	33.1
	Master's degree	395	42.5
	Above Master's degree	90	9.7
Occupation	Government officer	135	14.5
	Business owner	262	28.2
	Employee	407	43.8
	Other	126	13.5
Marital status	Single	335	36.0
	Married	532	57.2
	Other	63	6.8

The research instrument employed for data collection in this study was designed with reference to reviews of applicable theories, concepts and research studies. The validity was ensured by means of back-translation method with assistance and approval from the total number of six (6) experts. Initially, the first expert was invited to translate the original questionnaire from English to other languages: German, Chinese and Russian. Subsequently, other experts were asked to translate the questionnaires back into English. The translation of each language involved two experts who specialise in both English and the target language.

After that, three experts were asked to examine the correlation between the original questionnaire and the back-translated version. In order to test content validity and assess the quality of the questions, an Index of Item Objective Congruence (IOC) was used. The questionnaire was revised according to the pertinent theories, concepts and research before the finalised version was then tried out with 30 samples. Reliability was measured using Cronbach's alpha coefficient. The complete questionnaire would be employed in the actual study provided that the resulting output was considered statistically acceptable.

The questionnaire consists of five (5) sections. The first section contains twelve (12) questions regarding destination image. A 7-point numerical scale is used, in which 1 refers to 'strongly

disagree' and 7 'strongly agree.' The questions were adapted from Prayag and Ryan (2012), D. Kim and Perdue (2011) and Park and Njite (2010). The second section contains nine (9) questions regarding perceived value. The 7-point numerical scale is used, and the questions were adapted from Prebensen and Xie (2017). The third section contains three (3) questions regarding overall satisfaction. The 7-point numerical scale is used, and the questions were adapted from Su et al. (2017). The fourth section contains six (6) questions regarding behavioural intention. The 7-point numerical scale is used, and the questions were adapted from Wang and Hsu (2010) and Tosun et al. (2015). The final section contains checklist questions regarding the tourist's general information.

The researcher has carried out an analysis on the primary data so as to characterise features of the sample group and the variables used in the study including frequency, percentage, average and standard deviation. The researcher then proceeded to analyse the correlation based on Pearson's correlation coefficient, to carry out confirmatory factor analysis, and structural equation modelling analysis according to the specified objectives and hypothesis by assessing the correlation between the model developed and the empirical data, examining the harmony between the indexes as well as the results concerning direct influence, indirect influence and overall influence.

Results

The results of this study were divided into two parts: analysis of the research instrument and measurement model, and analysis of the data according to the objectives and hypotheses. The details are shown as follows:

Measurement model

Table 2 shows that statistical analysis of the relevant variables – which are average, SD, and correlation coefficient – was carried out. There existed positive correlation between all variables at a significance level of 0.001. While Pearson's correlation coefficient ranged from 0.385 to 0.75, the correlation coefficient of every pair of variables was not greater than 0.85, indicating no sign of Multicollinearity (Hair et al., 2010). Apart from this, confirmatory factor analysis was employed, and the results affirmed correspondence between the research model and empirical data as evinced by various results: chi-square = 269.101 ($p = 0.000$), degree of freedom = 57, CFI 0.965, TLI = 0.945, RMSEA = 0.073, SRMR = 0.033 (see Table 3). Upon respective consideration of the factors, each produced a factor loading of over 0.60, which exceeded the threshold value and demonstrated statistical significance. Results from the average variance extracted (AVE) and composite reliability (CR) which ranged from 0.46 – 0.85 and 0.72 – 0.85, respectively, also indicated the convergent validity of the constructs. According to Hair et al.'s criteria (2010), acceptable CR must be over 0.70, and AVE over 0.50. Even though it was revealed that the AVE of the perceived value was equivalent to 0.46,

which is out of the acceptable range, an AVE of less than 0.50 but more than 0.40 with CR of more than 0.60 are still in accordance with the acceptable value, confirming adequate convergence validity of the variables. Accordingly, the results yielded a guarantee of the variables' convergence validity manifesting precise definitions of observed variables and applicability of the developed variables to further test the hypotheses.

Table 2
Mean, Standard Deviation, Correlation

	Mean	SD	1	2	3	4	5	6	7	8
1. Cognitive image	5.74	.731	1.000							
2. Affective image	5.71	.853	.622***	1.000						
3. Economical Value	5.40	1.012	.459***	.446***	1.000					
4. Social Value	5.46	.990	.523***	.605***	.487***	1.000				
5. Emotional Value	5.72	.972	.508***	.571***	.479***	.563***	1.000			
6. Overall satisfaction	5.74	.996	.558***	.549***	.438***	.509***	.606***	1.000		
7. Intent to return	5.43	1.081	.454***	.490***	.385***	.488***	.486***	.597***	1.000	
8. Intent to recommend	5.74	1.047	.520***	.545***	.406***	.475***	.525***	.757***	.662***	1.000

Note *** p < 0.001, ** p < 0.01, * p < 0.05

Table 3
Confirm Factor Analysis

	Standard loading	R ²	AVE	CR
Factor 1 Destination image			0.62	0.76
1. Cognitive image	0.769	0.591		
2. Affective image	0.801	0.642		
Factor 2 Perceived value			0.46	0.72
3. Economical Value	0.637	0.406		
4. Social Value	0.708	0.502		
5. Emotional Value	0.685	0.469		
Factor 3 Overall satisfaction			0.85	0.85
6. Overall satisfaction	0.924	0.853		
Factor 4 Behavioural intention			0.66	0.80
7. Intent to return	0.816	0.666		
8. Intent to recommend	0.812	0.659		

Test of hypotheses

By means of analysing the influence of the causal factors on behavioural intention of foreign tourists travelling in Phuket between four (4) aspects (destination image, perceived value, overall satisfaction and behavioural intention), the relationship between the hypothesis model and empirical data was validated as chi-square = 34.038 (p-value = 0.000), degree of freedom = 13, CFI = 0.992, TLI = 0.983, RMSEA = 0.048, SRMR = 0.017 (see Table 4). The test of the hypotheses then revealed that destination image was not directly affecting on behavioural intention ($\beta = -0.093$, $p > 0.05$) and overall satisfaction ($\beta = 0.214$, $p > 0.05$), whereas destination image had directly a positive effect on perceived value ($\beta = 0.906$, $p < 0.001$). For this reason, the first and second hypotheses were rejected, while the third hypothesis was accepted.

Further test of the hypotheses also demonstrated that perceived value had directly a positive influence on behavioural intention ($\beta = 0.600$, $p < 0.001$) and overall satisfaction ($\beta = 0.517$, $p < 0.01$). On top of this, overall satisfaction had directly a positive impact on behavioural intention ($\beta = 0.467$, $p < 0.001$), leading to the confirmation of the fourth, fifth and sixth hypotheses.

By inspecting the indirect influence of destination image, it was revealed that destination image affected indirectly on two variables, which were overall satisfaction and behavioural intention. Apart from the indirect influence of destination image on overall satisfaction influenced through perceived value, (path 1: destination image --> perceived value --> overall satisfaction) ($\beta = 0.242$, $p < 0.001$), destination image also had an indirect an effect on behavioural intention as evinced in three ways. Firstly, perceived value was positioned as the mediator between destination image and behavioural intention (destination image --> perceived value --> behavioural intention) ($\beta = 0.544$, $p < 0.001$). Secondly, destination image impacted no directly on behavioural intention through overall satisfaction (path 2: destination image --> overall satisfaction --> behavioural intention) ($\beta = 0.100$, $p > 0.05$). However, the final pathway showed that destination image had indirectly a positive effect on behavioural intention with perceived and overall satisfaction as mediators (path 3: destination image --> perceived value --> overall satisfaction --> behavioural intention) ($\beta = 0.219$, $p < 0.001$). Meanwhile, the path demonstrating indirect influence between perceived value, overall satisfaction and behavioural intention yields the conclusion that overall satisfaction was a mediator between perceived value and behavioural intention ($\beta = 0.469$, $p < 0.01$).

Taking into account the ability of the latent variable to clarify variance of the indicator or the R-squared coefficient (R^2) of the structural equation model, the R^2 of the perceived value was equivalent to 0.821, which means the model explained the variance of the perceived value by 82.1%. The R^2 of the overall satisfaction was equivalent to 0.515, which means the model explained the variance of the overall satisfaction by 51.5%. The R^2 of the behavioural intention was equivalent to 0.827, which means the model explained the variance of the behavioural intention by 82.7%.

In summary, the results of hypotheses are shown in Table 5. Four out of six hypotheses were accepted, including the third, fourth, fifth and sixth. On the other hand, two of the hypotheses were rejected, being the first and second.

Table 4
Direct Effect, Indirect Effect and Total Effect

Independent		Dependent		
		Perceived value	Overall satisfaction	Behavioral intention
Destination image	DE	0.906***	0.214	- 0.093
	ID	-	0.469**	0.544 ¹ , ***
	TE	0.906***	0.683***	0.771***
Perceived value	DE	-	0.517**	0.600***
	ID	-	-	0.242***
	TE	-	0.517***	0.842***
Overall satisfaction	DE	-	-	0.467***
	ID	-	-	-
	TE	-	-	0.467***
R ²		0.821	0.515	0.827

Remark: DE = Direct effect, ID = Indirect effect, TE = Total effect

* p < 0.05, ** p < 0.01, *** p < 0.001

¹ mediator is perceived value, ² mediator is overall satisfaction, ³ mediator is perceived value and overall satisfaction

Table 5
Hypotheses

	Hypothesis	Result
H ₁	Destination image will directly affect behavioral intention.	Rejected
H ₂	Destination image will directly affect overall satisfaction.	Rejected
H ₃	Destination image will directly affect perceived value.	Accepted
H ₄	Perceived value will directly affect behavioral intention.	Accepted
H ₅	Perceived value will directly affect overall satisfaction.	Accepted
H ₆	Overall satisfaction will directly affect behavioral intention.	Accepted

Discussion and conclusion

With great influence, foreign tourists impact upon Phuket's share of the tourism market. As such, it is critical that those related to the tourism sector study the reasons behind their selection of a destination as well as their behaviours. In response to such circumstance, this research was carried out in order to examine the relationship between various factors, including destination image, perceived value, overall satisfaction and the behavioural intention of foreign tourists in Phuket. Despite involving an investigation of the effects of destination image on tourist behaviours, this research is unique as it incorporated both dimensions of destination image, that is, cognitive and affective images with an aim to explore its influence on behavioural intention, as well as to prove direct and indirect influence of destination image over behavioural intention through mediators, that is, perceived value and overall satisfaction in the context of foreign tourists. The findings of this research can be discussed as follows:

To begin with, a study regarding both dimensions helps provide an adequate explanation for Phuket's destination image. These dimensions are: cognitive image, in which tourists gain perception of the destination through tangible objects such as beaches, local cuisine and accommodation, and affective image, which primarily involves tourists' emotional impressions, such as feeling excited, relaxed, and fun (Echtner & Ritchie, 1993; D. Kim & Perdue, 2011; Prayag & Ryan, 2012). This research highlights the direct positive influence of destination image on perceived value, which is consistent with previous studies conducted by T.M. Cheng & Lu, (2013) and Phillips et al., (2013). Also, this study underlined the cause-effect relationship between destination image and perceived value. The more positive the destination image, the higher value tourists perceive. The result correlates satisfactorily well with an earlier study substantiating the steady relationship between destination image and perceived value. In spite of the fact that tourists travel to different destinations, the connection between destination image and perceived value remained stable (Palau-Saumell et al., 2016).

Secondly, the results indicated no influence of destination image on behavioural intention and overall satisfaction, which differs from earlier findings in which the relationship between destination image and behavioural intention (Stylidis et al., 2017; Tan & Wu, 2016; Wu, 2016) and the relationship between destination image and overall satisfaction (Maghsoodi Tilaki et al., 2016; Wu, 2016) were detected. Notwithstanding the contradiction, Zhang, Fu, Cai, and Lu (2014) performed meta-analysis on the matter and elucidated the uncertainty of the correlation between destination image and behavioural intention. The fact that there might or might not be the connection between the two factors suggested the consequence of earlier studies in which only one dimension of destination image, either cognitive image or affective image, was investigated. The outcomes of this study, however, are derived from the examination of both dimensions, which ensures insight into the effects of destination image on behavioural intention and overall satisfaction. In particular, the findings are significant in terms of their contribution to understanding the relationship between destination image and behavioural intention, as well as overall satisfaction of foreign tourists visiting Phuket.

Third, based on the direct path estimates between perceived value and behavioural intention, it is noted that value is an important predictor of behavioural intention. The result is consistent with the study of Chen and Chen (2010) and Lien et al. (2015). If tourists can perceive value, they are more likely to recommend the destination to others and revisit again. Fourth, the results regarding direct positive influence of overall satisfaction on behavioural intention concur well with previous studies that argued that satisfaction generates tourist behavioural intention expressed by recommendations of the destination to or their revisits to the destination (Chiu et al., 2016; Maghsoodi Tilaki et al., 2016; Puig & Ming, 2017; Su et al., 2017). Consequently, the empirical evidence from this study establishes the positive effect of overall tourist satisfaction on behavioural intention; the higher the satisfaction, the higher the behavioural intention.



Finally, the findings regarding indirect influence of destination image on behavioural intention are in line with existing research (T. M. Cheng & Lu, 2013; Ilban et al., 2015). They illuminate that destination image indirectly exerts effects on behavioural intention through perceived value and overall satisfaction. Perceived value functions as a mediator promoting tourists' behavioural intention towards the destination (S.-H. Kim et al., 2012). Destination image will lead to behavioural intention in the case where tourists gain perception of the destination's value. Moreover, satisfaction serves as the mediator, which explains in more detail the relationship between destination image and behavioural intention (Chiu et al., 2016). Besides this, it was discovered that the influence of destination image on behavioural intention would increase with respect to high tourist satisfaction towards the destination. The results share some similarities with Chen and Tsai's (2007), who offered an explanation of the travelling process from pre-visit behaviour, on-site behaviour, post-visit behaviour, to future behaviour.

The findings from this current research assists in completing existing research gaps, specifically by enhancing understanding and knowledge regarding the behavioural intention of foreign tourists travelling in Phuket, which still suffers from a limited number of studies. The investigation of the correlation between destination image and behavioural intention was successfully pursued through mediators, which effects were exerted on tourists' behavioural intention. Distinguishable from tourists travelling to other destinations, this study on foreign tourists visiting Phuket placed an emphasis on the tests results concerning perceived value and overall satisfaction, considered as the mediators with an effect on comprehending the emergence of the connection between destination image and behavioural intention. Apart from this, the behavioural intention model represented that revisit intention and recommendation intention were originated not only by their perception of the destination image. There existed a process that further explains tourist behaviours. According to the study, perceived value and overall satisfaction were the intervening variable between destination image and behavioural intention. It is advisable that related bodies in every sector including the department of tourism, tourism destinations in different provinces, and Phuket province apply the data toward revising effective strategic plans – not only to encourage tourists' perception of value (economic, social and emotional values), but also to guarantee their satisfaction. These factors make a major contribution to tourists' recommendation of Phuket to others and to revisiting the province.

Unfortunately, the study was faced with a restriction due to the tragic boat accident in which a tourist boat carrying mostly Chinese passengers capsized off the coast of Phuket. The accident adversely affected Phuket's tourism image and was responsible for the decrease in number of tourists as well as the number of direct flights from countries that were the main tourism source markets of Thailand. The data collection process, therefore, had to be extended and eventually covered a prolonged period as this study also suffered from the fall in the number of samples, compared to the previous year. Recommendations for further research include targeting different tourism source markets, since this study has already concentrated on Thailand's primary, target group of tourists visiting Phuket. According to the National Tourism



Development Plan and Phuket's tourism plan, further research could be conducted on new markets such as Indian tourists and tourists from neighbouring countries including Malaysia, Singapore, etcetera, whose cultural backgrounds diversify from the sample group studied in this research.

Conflicts of interest

All contributing authors declare no conflicts of interest.



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