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The effect of marketing mix 4cs on the domestic tourist's purchase decision - case study in Vietnam: Part 2_research result

Quang Hung Le

Associate Professor, Vice Dean, Faculty of Marketing and International Business, HUTECH University, Vietnam
Corresponding author email: lq.hung@hutech.edu.vn

Khai Hoang Nguyen

Vice Dean, Faculty of Business and Administration, HUTECH University, Vietnam,
Email: hn.khai@hutech.edu.vn

Thanh Y. Nguyen

MBA, Lecture, Faculty of Marketing and International Business, HUTECH University, Vietnam
Email: nt.y@hutech.edu.vn

Abstract--With study part 1 is to determine The Effect of Marketing mix 4Cs on the Domestic tourist's purchase decision in Vietnam. This study presents part 2, which is building a model, testing and proposing implications for improving the Domestic tourist's purchase decision. Probability sampling is used convenient sampling of 300 domestic tourists. The data would be analyzed by Cronbach's Alpha, EFA, Regression and using PATH model to test the hypotheses of the research model, identifying the effects of Marketing 4Cs on the Domestic tourist's purchase decision through an intermediary variable, which is Domestic tourist's perception. The results of the study show that the factors of the Marketing mix 4Cs such as Tourist commodity, Tourist Cost, Tourist Convenience and Tourist communication along with the Domestic tourist's perception all have a positive influence on the Domestic tourist's purchase decision.

Keywords--Marketing mix 4Cs, Purchase decision, Domestic tourists, Vietnam, Research result.

1. Introduction

Nowadays, traditional Marketing methods have become outdated and not very effective. The traditional 4Ps Marketing model is no longer suitable, so Marketing experts have come up with the concept of Marketing mix 4Cs and associated these Cs with the letters Ps in pairs (Product _ Customer solution, Price _ Customer cost, Place _ Convenience, Promotion _ Communication) in order to note that businesses when doing Marketing always consider customers as the focus when planning Marketing strategies. Therefore, the Company always strives and commits to bring customers the right travel experiences as its mission. The question is whether the Marketing activities that Marketing managers are applying are attracting tourists or not? How much influence each factor of Marketing mix 4Cs on the Domestic tourist's purchase decision? To achieve this, the travel company must actively create effective Marketing mix activities as well as continue to promote the role of the Marketing mix that has been creating the success of the brands of Vietnam travel agencies. The objective of the study is to test the research model that affects the Domestic tourist's purchase decision through the following steps:

- Measure the reliability of observed factors and variables by Cronbach's Alpha.
- Exploratory factor analysis (EFA).
- Test the model by Multiple Linear Regression and using PATH model to test the hypotheses of the research model, identifying the effects of Marketing 4Cs on the Domestic tourist's purchase decision through an intermediary variable, which is Domestic tourist's perception. The higher the Domestic tourist's perception, the higher the Domestic tourist's purchase decision is.

2. LITERATURE REVIEW

2.1. Determining Sample Size

A quantitative study is usually determined by many different methods:

- For the topic using exploratory factor analysis (EFA), collect data at least 5 samples on 1 observed variable and preferably 10 or more (Hair et al., 1998). Hair et al. (2009) suggested that the sample size should be at least 50, preferably 100, and the observation/measurement ratio should be 5/1.
- In determining the sample size for EFA, the number of observations (sample size) must be at least 4 or 5 times the number of variables in the factor analysis (Hoang & Chu, 2008).
- For the topic using Multiple regression analysis method, then the formula will be $n \geq 8m + 50$, where n is the minimum sample size and m is the number of independent variables present in the model (Tabachnick & Fidell, 1998).
- Hoelter (1983) said that the minimum sample size should be 200. According to Bollen (1998), 5 samples are needed for a parameter to be estimated.

2.2. Cronbach's Alpha

Cronbach's Alpha coefficient is used to evaluate whether it is appropriate to include certain observed variables in a latent variable. To check this, it is necessary to test the reliability of the scale based on two statistical indicators,

Cronbach's Alpha coefficient and the corrected item-total correlation coefficient and Cronbach's Alpha if item deleted.

- < 0.6: Factor scale is not suitable (maybe in research environment, the subject has not perception of that factor).
- 0.6 - 0.7: Acceptable with new studies.
- 0.7 - 0.8: Acceptable
- 0.8 - 0.95: Good
- 0.95: Acceptable but not good, researchers should consider observed variables that may have the phenomenon of coincidence.

Test the reliability of the scale through Cronbach's Alpha coefficient to exclude variables with the total variable correlation coefficient less than 0.3. Criteria for choosing a scale when it has Cronbach's Alpha reliability ≥ 0.7 (Hoang & Chu, 2008). The scale with reliability Cronbach's Alpha ≥ 0.6 was also chosen when it was first used (Nunnally & Burnstein, 1994). In theory, Cronbach's Alpha coefficient has a variable value in the range $\{0,1\}$, the higher the Cronbach's Alpha, the better (meaning the more reliable the scale).

2.3. Exploratory Factor Analysis (Efa)

EFA is the generic name of a group of procedures used primarily to shrink and summarize data. EFA is based on the correlation between variables and it used to reduce a set of k observations into a set of F observations ($F < k$) of more significant factors. This means that a fairly large number of variables are collected and most of these variables are related and their number must be reduced to a usable quantity (Nguyen & Nguyen, 2011). The study used the method of Principal component coefficients with Varimax rotation at the breakpoint when extracting factors with Eigenvalue > 1 . Scales with a total variance extracted from 50% or more are accepted (Gerbing & Anderson, 1988). At each concept has the difference of Factor loading and any must reach ≥ 0.3 (Jabnoun & AL-Tamini, 2003).

In EFA, the necessary requirement is that the KMO coefficient (Kaiser - Meyer - Olkin) must have a large value ($0.5 \leq KMO \leq 1$). This indicates EFA is appropriate. If the KMO coefficient is < 0.5 then factor analysis is likely to be inappropriate for the data. According to Kaiser (1974), it is suggested that:

- $KMO \geq 0.9$ is very good;
- $0.9 > KMO \geq 0.8$ is good;
- $0.8 > KMO \geq 0.7$ is fine;
- $0.7 > KMO \geq 0.6$ is temporary,
- $0.6 > KMO \geq 0.5$ is bad
- $KMO < 0.5$ is unacceptable (Hoang & Chu, 2008).

2.4. Multiple Linear Regression Model and PATH Model

- The multivariable linear regression equation showing the relationship between many influencing factors (independent variable) and one affected factor β (dependent variable) has the following form:

X: independent variable

Y: dependent variable

The multivariable linear regression equation is presented:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

- Dependent variable: A variable that is affected/explained by one or more other variables. In the research model, the dependent variable can be one or more variables.
- Independent variable: A variable that affects/explains a change to one or more other variables. In the research model, the independent variable can be one or more variables. In the PATH model, another variable can be an intermediate variable or a dependent variable.
 - The PATH model is a multivariable linear regression model:
- Independent variable is either qualitative or quantitative.
- Intermediate and independent variables are quantitative variables.
- Regression analysis with PATH model is to analyze the impact of the independent variable on the dependent variable through the intermediate variable.
- Intermediate variable: A participating variable that explains the relationship between the independent variable and the dependent variable. The intermediate variable is the bridge between the independent variable and the dependent variable. In the research model, the intermediate variable can be one or more variables

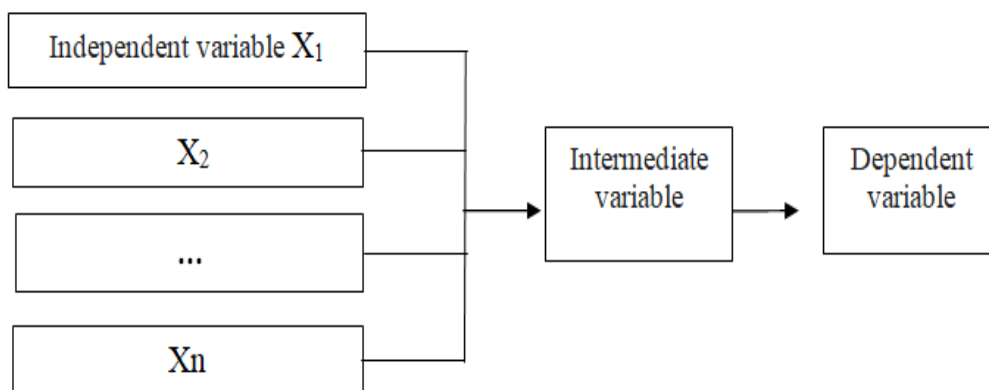


Figure 1: PATH model

3. Research Model

In the content of the study part 1, the Proposed conceptual framework is the study model which based on the PATH model in which the higher the perception of domestic tourists about the Marketing mix 4Cs, the higher the purchase decision of domestic tourists is. The proposed model includes the following factors: Tourist commodity, Tourist cost, Tourist convenience, Tourist communication. These four factors affect the Domestic tourist's purchase decision the intermediate variable, which is the Domestic tourist's perception in Vietnam. In this model there are 5 hypotheses and they have been proven, such as:

Hypothesis 1: Tourist commodity has a positive effect on the Domestic tourist's perception.

Hypothesis 2: Tourist cost has a positive effect on the Domestic tourist's perception.

Hypothesis 3: Tourist convenience has a positive effect on the Domestic tourist's perception.

Hypothesis H4: Tourist communication has a positive effect on the Domestic tourist's perception.

Hypothesis H5: Domestic tourist's perception has a positive effect on the Domestic tourist's purchase decision.

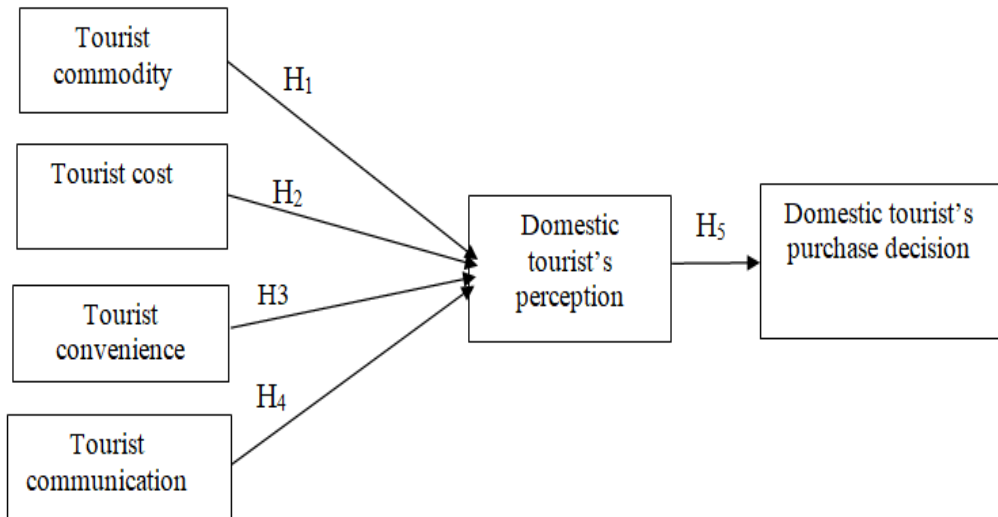


Figure 2. Proposed Conceptual Framework

4. Research Methodology

4.1. Operationalization

Qualitative and quantitative methods are used in the process from qualitative research to qualitative research with the aim of constructing, testing models and hypotheses of the effect of Marketing mix 4Cs on the Domestic tourist's purchase decision in Vietnam through measurement of Domestic tourist's perception.

4.2. Qualitative Research

Firstly, qualitative research method is conducted through the focus group discussion. Collecting the ideas of group discussions is crucial to do a test interview in order to adjust the scale. Based on researched documents from experts and survey studies on Domestic tourist's purchase decision, the basic factors affecting Domestic tourist's purchase decision in Vietnam are then finalized. This study adjusts and adds observation variables used to measure concepts in the research model. The result of qualitative research is that the scales have been corrected accordingly and the official survey form is used for quantitative research. 350 domestic tourists of Vietravel company were surveyed for primary data.

The questionnaire was designed with a 5-point Likert scale to assess Domestic tourist's purchase decision in Vietnam. The official questionnaire consisted of 25

observation variables corresponding to six scales of the research model: (1) Tourist commodity, (2) Tourist cost, (3) Tourist convenience, (4) Tourist communication, (5) Domestic tourist's perception, (6) Domestic tourist's purchase decision.

The concept of Tourist commodity is denoted by TOCOM and measured by five observed variables; the concept of Tourist cost is denoted by TOCO and measured by five observed variables; the concept of Tourist convenience is denoted by TOCON and measured by four observed variables; the concept of Tourist communication is denoted by TOCOMMU and measured by five observed variables; the concept of Domestic tourist's perception is denoted by TOPER and measured by three observed variables; and the concept of Domestic tourist's purchase decision at Vietravel company is denoted by TODEC and measured by three observed variables (see Table 1).

Table 1: Measurements

TOCOM1	The tour program of Vietravel company meets the needs of tourists.
TOCOM2	The tour program of Vietravel company provides full information (transportation, restaurant, hotel) for tourists.
TOCOM3	The tour program of Vietravel company has better service quality than competitors.
TOCOM4	Vietravel company gives gifts to customers when purchasing tours.
TOCOM5	The tour programs of Vietravel company is different from other travel companies.
TOCO1	The tour prices are in line with the customer's income.
TOCO2	The tour prices are competitive with other companies.
TOCO3	The tour prices are commensurate with the quality of service.
TOCO4	Vietravel company has many attractive discount policies to attract customers.
TOCO5	Customers will receive a discount when becoming a member of Vietravel company.
TOCON 1	Vietravel company has many branches, transaction offices and find easily.
TOCON 2	Vietravel company handles travel services quickly.
TOCON 3	Customers can book tours online of Vietravel company easily.
TOCON 4	Tourists can easily buy tours at branches and offices of Vietravel company.
TOCOMMU1	Vietravel company is ready to accept the comments of customers.
TOCOMMU2	Vietravel company encourages tourists to make comments and evaluate travel programs.
TOCOMMU3	Customers interested in advertising programs of Vietravel company.
TOCOMMU4	Customers interested in promotions of Vietravel company.
TOCOMMU5	Vietravel company always provides honest, clear and accurate information about the travel programs to customers.
TOPER1	I feel assure when purchasing tour at Vietravel company.
TOPER2	I enjoy purchasing tour at Vietravel company.
TOPER3	Tour service of Vietravel company is very good quality and worth the money.

TODEC1	I feel secure when purchasing tour at Vietravel company.
TODEC2	I enjoy purchasing tour at Vietravel company.
TODEC3	Tour service of Vietravel company is very good quality and worth the money.

4.2. Quantitative Research

• Sampling Method

Research sample information was collected by online survey technique and created survey form by - Google form, Google docs and via E-mail, Zalo, Viber, Messenger... The survey form was sent to customers who have toured at Vietravel company at least once. The survey period is from July to September 2021. A total of 350 tables were collected and there were 301 valid tables.

• Research Process

The research process began with the elaboration of research objectives and the proposition of theoretical framework. The draft scale was then finalized by a focus group interview (n=30). The formal scale was finally arrived at and the quantitative research method was employed to quantify the factors affecting the Domestic tourist's purchase decision at Vietravel company. Primary data was processed by software SPSS 20.0 to measure the impact of factors affecting the Domestic tourist's purchase decision at Vietravel company as follows: Cronbach's Alpha, Exploratory factor analysis, Multiple linear regression and PATH analysis.

5. Research Result

5.1. Scale Reliability

In Table 2, six Cronbach's alpha coefficients, which range from 0,732 to 0,812, demonstrate high reliability measurement scales. TOCOMMU5 variable was eliminated after two analyses to increase the Cronbach's Alpha coefficient up to 0,772.

Table 2: Cronbach's Alpha of Domestic Tourist's Purchase Decision Factor Scale

Factor	Observed Variables	Cronbach's Alpha
Tourist commodity	TOCOM1, TOCOM2, TOCOM3, TOCOM4, TOCOM5	$\alpha = 0,812$
Tourist cost	TOCO1, TOCO2, TOCO3, TOCO4, TOCO5	$\alpha = 0,752$
Tourist convenience	TOCON1, TOCON2, TOCON3, TOCON4	$\alpha = 0,749$
Tourist communication	TOCOMMU1, TOCOMMU2, TOCOMMU3, TOCOMMU4	$\alpha = 0,772$
Tourist's perception	TOPER1, TOPER2, TOPER3	$\alpha = 0,744$
Tourist's purchase decision	TODEC1, TODEC2, TODEC3	$\alpha = 0,732$

5.2. Exploratory Factor Analysis (Efa)

18 observed variables of four factors – Tourist commodity, Tourist cost, Tourist convenience, and Tourist communication – are analyzed by the Principal

components analysis and Varimax rotation. After 2 times for analyzing, 4 factors are extracted from the 17 observed variables (TOCO5 was eliminated in the second analysis because the factor loading $< 0,5$).

Table 3: Result of Last Exploratory Factor Analysis

Rotated Component Matrixa				
	Component			
	1	2	3	4
TOCOM3	0,782			
TOCOM1	0,763			
TOCOM2	0,757			
TOCOM4	0,682			0,257
TOCOM5	0,663		0,228	
TOCOMMU2		0,853		
TOCOMMU1		0,841		
TOCOMMU3		0,774		
TOCOMMU4		0,567		
TOCON1			0,820	
TOCON3	0,233		0,773	
TOCON2			0,756	
TOCON4	0,224		0,683	
TOCO3				0,787
TOCO1				0,773
TOCO4				0,670
TOCO2				0,661

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

From the results of EFA in Table 3, the adjusted formal theoretical research model includes four factors influencing Domestic tourist's purchase decision. Specifically, this model has five component variables, including four independent variables (Tourist commodity, Tourist cost, Tourist convenience, and Tourist communication) and a dependent variable (Domestic tourist's perception).

5.3. Regression Analysis

R value is $0,731 > 0,5$. So, this model is appropriate to use for evaluating the relationship between dependent and independent variables. In addition, the R^2 is $0,534$. This means the Multiple linear regression model is constructed in accordance with the $53,4\%$ data. In other words, $53,4\%$ of Domestic tourist's perception is explained by the Multiple linear regression model. The rest is due to errors and other factors. The Durbin Watson test result = $1,601$ and it is in the range $[1 < D < 3]$. So, there is no correlation of the residuals.

Table 4: Statistical Parameters of Regression Model

Model	Standardized Coefficients	<i>t</i>	Sig.	Collinearity Statistics
	Beta			VIF
(Constant)		-0,598	0,550	
TOCOM	0,179	4,063	0,000	1,239
TOCO	0,372	8,582	0,000	1,193
TOCOMMU	0,310	7,647	0,000	1,042
TOCON	0,307	7,444	0,000	1,077

Note: VIF: Variance Inflation Factor

Dependent variable: TOPER

In Table 4, the *t*-stat value of independent variables (Tourist commodity, Tourist cost, Tourist convenience, and Tourist communication) are higher than the value of $> t_{\alpha/2} (1, n)$. Four *t*-stats which range from 4,063 to 8,528 are higher than $t_{\text{stat}} > t_{\alpha/2}(4, 296) = 1,968$ and four Sig. values are lower than 0,05. In addition, the VIF coefficients of independent variables are lower than 2, indicating no collinearity occurs. Based on Table 4, from the result of Standardized coefficients, the Multiple linear regression equation of the factors affecting the Domestic tourist's perception is as follows:

Domestic Tourist's Perception = 0,179 * Tourist Commodity + 0,372 * Tourist Cost + 0,310 * Tourist Communication + 0,307 * Tourist Convenience

Thus, the Tourist commodity, Tourist cost, Tourist convenience, and Tourist communication factors all have a positive influence on the Domestic tourist's perception. It means that the higher the Tourist commodity, Tourist cost, Tourist convenience, and Tourist communication, the higher the Domestic tourist's perception.

Among these four factors, the most influential factor is Tourist cost, because its Standardized coefficient is highest ($\beta = 0,372$). The followers are Tourist communication, Tourist convenience and Tourist commodity. Thus, hypotheses H1, H2, H3, H4 for the formal theoretical model of Domestic tourist's perception are accepted. Through the test results, the formal adjusted model of Domestic tourist's perception is shown as follows (Figure 1):

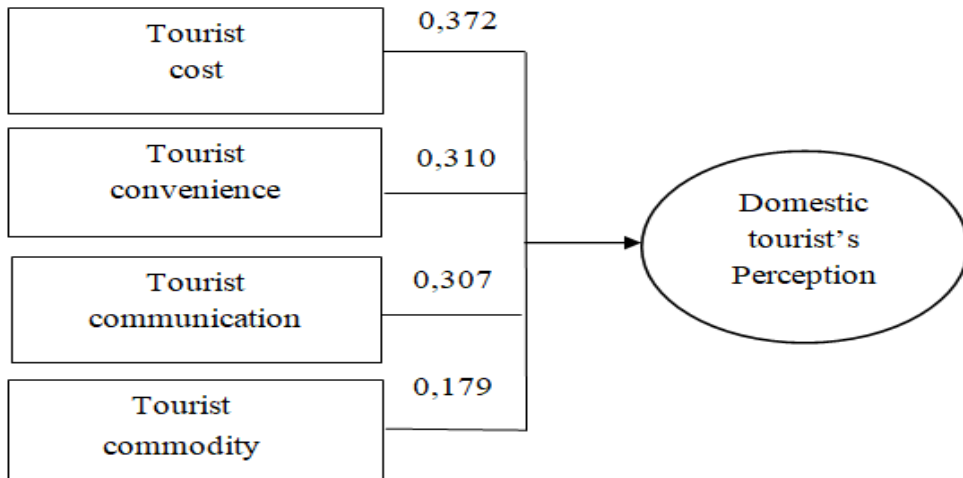


Figure 1: Formal Adjusted Model of Domestic tourist's perception

5.4. Path Analysis

PATH model is used to analyze the influence of Tourist cost, Tourist communication, Tourist convenience, and Tourist commodity factors (independent variables) on the Domestic tourist's purchase decision factor (dependent variable) through Domestic tourist's perception factor (intermediate variable). Analytical technique is also linear regression in which Domestic tourist's perception factor is independent variable and Domestic tourist's purchase decision is dependent variable.

Table 5: Statistical Parameters of PATH Model

Model	Standardized coefficients	t	Sig.
	Beta		
(Constant)		7,777	0,000
TOPER	0,714	17,636	0,000
Independent variable: Domestic tourist's perception			
Dependent variable: Domestic tourist's purchase decision			

In Table 5, R value is 0,714 > 0, 5. So, this model appropriates to use for evaluating the relationship between dependent and independent variables. The t-stat value of independent variables (Domestic tourist's perception) = 17,636 is higher than the value of $t_{stat} > t_{\alpha/2(1, 299)} = 1,968$ and Sig. values =0,000 is lower than 0,05. So the hypothesis H5 accepted.

Based on table 5, from the result of Standardized coefficient, the Simple linear regression equation of the factor Domestic tourist's purchase decision is as follows: Domestic tourist's purchase decision = 0,714 * Domestic tourist's perception

Domestic tourist's perception factor has a strong positive influence on the Domestic tourist's purchase decision. It means that the higher the Domestic tourist's perception, the higher the Domestic tourist's purchase decision.

R^2_M fit coefficient of the PATH model:

$$R^2_M = 1 - (1 - 0,534) * (1 - 0,510) = 0,7717 = 77,17\%$$

R^2_M fit coefficient of PATH model is rarely high.

Base on table 4 and 5, the results of the formal PATH model is as follows:

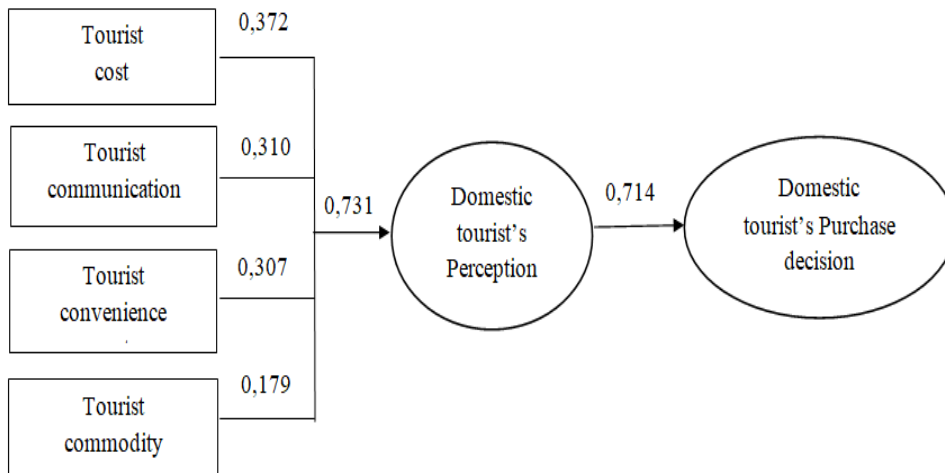


Figure 3: Path Model of Domestic Tourist's Purchase Decision

5. Discussion

In the model proposed by the research team, four factors Tourist cost, Tourist communication, Tourist convenience, and Tourist commodity are studied in a new way is Marketing 4Cs from the Domestic tourist's perception. All these factors have a position influence on Domestic tourist's purchase decision at Vietravel company. The results showed that Tourist cost factor has five observation variables (TOCO1, TOCO2, TOCO3, TOCO4, TOCO5) with TOCO5 was eliminated in the second analyzing EFA because of factor loading < 0,5 (Table 3). In this research, Tourist cost factor is still the top concern of domestic tourist when they decide to purchase tour at Vietravel company. This shows that domestic tourist has the price comparison between Vietravel and another travel companies. This factor has the strongest influence (standardized $\beta = 0,372$ and Sig. value less than 0,05) on Domestic tourist's perception, so the hypothesis H2 is accepted. This demonstrates that Domestic tourist factor is still the top concern of Vietravel in attracting domestic customer to purchase tour.

Tourist communication factor is composed of five observation variables (TOCOMMU1, TOCOMMU2, TOCOMMU3, TOCOMMU4, TOCOMMU5) with TOCOMMU5 variable was eliminated after two analyses to increase the Cronbach's Alpha coefficient up to 0,772 (Table 2). The result shows that it has the second largest influence on Domestic tourist's perception (standardized $\beta = 0,310$ and Sig. value less than 0,05), the hypothesis H4 is accepted. This shows that tourists are very interested in the programs, clear and specific information,

the annual tourism festivals are communicated on the media of Vietravel. Thereby, it shows that the effectiveness of including media factors in improving Domestic tourists' purchasing decisions is appropriate.

Tourist convenience factor is composed of four observation variables (TOCON1, TOCON2, TOCON3, TOCON4) and remained unchanged through Cronbach's alpha and EFA (Table 2, 3). The result shows that it has the third largest influence on Domestic tourist's perception (standardized $\beta = 0,307$ and Sig. value less than 0,05), the hypothesis H3 is accepted. In order to improve domestic tourist advantages when purchasing tour, the manager of Vietravel should develop a distribution network throughout Vietnam in general and Ho Chi Minh City in particular. Customers can search for branches and offices of Vietravel easily, the process of handling travel services is quickly, saving customers time. Domestic customers' purchase of tours is responded to quickly on both online tour selling software and at the branch office systems of Vietravel.

Tourist commodity factor is composed of four observation variables (TOCOM1, TOCOM2, TOCOM3, TOCOM4) and remained unchanged through Cronbach's Alpha analysis and EFA (Tables 2, 3). This factor has the less influence on Domestic tourist's perception (standardized $\beta = 0,179$ and Sig. value less than 0,05). The hypothesis H1 is accepted. Currently, Vietravel wants to attract more customers, the tour programs must meet the needs of tourists and the service must be better than the competition. When selling tour programs, Vietravel must provide complete and clear information to tourists, and there should be gifts for customers when purchasing tours and especially Vietravel must have tourism products that must make a difference, diversity.

The Domestic tourist's perception is an intermediate factor in the PATH model to Domestic tourist's purchase decision at Vietravel. The results show that the Domestic tourist's perception factor composed of three observed variables (TOPER1, TOPER 2, TOPER 3) and remained unchanged by Cronbach's Alpha analysis (Table 2). This factor has the influence on Domestic tourist's perception (standardized $\beta = 0,714$ and Sig. value less than 0,05). The hypothesis H5 is accepted. This shows that domestic tourists are completely assured, excited and they feel the service quality is worth the money spent when purchasing domestic tours at Vietravel.

The Domestic tourist's purchase decision factor is dependent variable in the PATH model. It composed of three observed variables (TODEC1, TODEC2, TODEC3) and remained unchanged through Cronbach's Alpha analysis (Table 2). This shows that Vietravel is the first company that tourists think of when they have a need to buy domestic tours. Tourists will always support Vietravel and are willing to recommend tours of Vietravel to family and friends when they have a need to purchase domestic tours.

After Two-Stage Regression Analysis:

Stage 1: Tourist cost, Tourist communication, Tourist convenience, and Tourist commodity action factors (independent variables) have a proportional influence on the Domestic tourist's perception factor (dependent variable). The most influential

factor is Tourist cost, followed by Tourist communication, Tourist convenience and Tourist commodity. With $R = 0,731$ and $R^2 = 0,534$ this is the appropriate model to use to evaluate the relationship between dependent and independent variables (Table 4).

Stage 2: The Domestic tourist's perception factor (independent variable) has a fairly strong influence on Domestic tourist's purchase decision factor (dependent variable) with $R = 0,714$ and $R^2 = 0,509$ (Table 5). The model explained 50,9% of the same effect direction on perception with purchase decision (Table 5). R_M^2 fit coefficient of the PATH model is 0,7717 (77,17%). These results are rarely high figures, which show the interest of domestic tourists in purchasing tours of Vietravel. These figures prove Vietravel worthy achievements from 1995 up to now.

The results show that domestic tourists still have high confidence on tours of Vietravel. This proves that using PATH to test the Domestic tourist's purchase decision in an enhancement model is appropriate. So, choosing a travel company to buy tour, Vietravel is still the domestic tourist's top choice. The more interested the tourist, the better the value of Vietravel brand.

6. Implications And Conclusion

Most of the tourists who buy domestic tours are residents in Vietnam. Vietravel should not only make all commitments to tourists as soon as they start buying and after using the tour, but also raise the feeling of tourists about the travel programs, tourism product and promote to the majority of domestic and foreign tourists about special domestic tourism programs in Vietnam in order to improve loyalty and develop more new visitors. From here on, suggested implications include:

6.1. Regarding Tourist Cost

This is the strongest factor showing that domestic tourists are interested in purchasing tours of Vietravel company. Vietravel needs to develop a flexible and competitive pricing policy to attract customers and increase competitiveness with competitors. Price is one of the factors affecting a company's revenue and profit. If the price is too high, sales revenue will decrease, and if the price is too low, it can harm the company's business.

Vietravel should apply a progressive discount program for the next tour to encourage customers to use more of the company's services. For example: 5% discount for the 2nd tour, 10% for the 3rd tour, 15% for the 4th tour (discounts on the price do not include airfare, train tickets) ... Besides, it is necessary to have a price policy to keep and improve loyalty and develop more new visitors. This solution encourages customers to actively buy tours. Because the more you go, the more discounts you get. In addition, Vietravel needs to regularly have a discount policy during holidays or special occasions to encourage more participants as well as develop a suitable discount policy for customers to encourage customers to use more tourism products or pay money on time or before the deadline. The most important issue is that in order to further improve

the competitiveness of tourism products, the company should really lead in service quality. That is, the price policy has a close relationship with the quality of the tour so that it can be commensurate with the quality of the service.

6.2. Regarding Tourist Communication

This is the second largest influence on Domestic tourist's perception showing that domestic tourists are interested in purchasing tours of Vietravel company. Vietravel needs to increase resources for advertising and promotion. In particular, the company needs to focus on advertising on the media pages of major magazines and regularly update information about travel programs on tourism websites. Company needs to expand its connection with customers through social media channels such as Facebook, Google, Zalo ... so that customers can easily search for travel information and share product experiences. The more businesses communicate with customers anytime, anywhere, the more convenient and interesting customers feel about their products. Besides the main task of tourism business, company needs to associate business results with more community responsibilities such as sponsoring charity programs to bring company's image to tourists closer through practical activities. The information of customers commenting on the tour program must be updated regularly and fully on the website so that customers can see that company is clear in receiving customer comments.

6.3. Regarding Tourist Convenience

Convenience is also an issue that customers care about when buying tours at branches, offices and headquarters of Vietravel. Therefore, Vietravel must not only expand its branches and offices to create convenience for customers when buying tours with different forms of payment, but also arrange branches and offices in easy-to-find streets, signs must be clear and make a difference so that they can be easily seen. Company needs to improve the simple online tour booking process, creating all the easy conditions for customers: website interface is easy to see, easy to use; needs to pay attention to the tour cancellation policy, changing tours flexibly such as canceling or changing 1-2 days in advance may be free of charge. This makes customers feel comfortable, no money pressure if there is a change and will increase tourists' intention to book online tours. Poncin and Mimoun (2014) stated that the store atmosphere is used as a marketing tool, allowing retail managers to design and control environmental elements to reach customer behavior and create a positive shopping experience for the customers (Quoted by Le, Nguyen & Pham, 2019).

6.4. Regarding Tourist Commodity

Travel programs must always have innovation, avoiding boredom for customers. Therefore, Vietravel should focus on innovating products, creating unique, distinctive and different tourism products to meet all current customers. This strategy is aimed at individual products or all of company's products. To develop separate tour products, company should improve outdated tours, improve travel programs, create additional services to enrich tour services. Tourism products need to be diverse, attractive and must always respect the local natural, social,

cultural factors of the and the image of Vietnam's tourism. Vietnam's tourism with its outstanding strength is rich and diverse tourism resources that have not been exploited effectively, so company must be the pioneer in proposing new types of tours, exploiting new places, putting outstanding cultural and art programs in tours for domestic tourists to create highlights in the tour. In addition, information on tour schedules such as transportation, sightseeing, restaurants, hotels must be fully and clearly informed to avoid misunderstandings of customers. Should use simple words, easy to understand for information about the tour program. The staff of the travel company must be well-trained, understand the products they sell, so that when consulting tours for customers, they can be highly effective.

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