



International Journal of Business Excellence

ISSN online: 1756-0055 - ISSN print: 1756-0047

<https://www.inderscience.com/ijbex>

Investigating hostels revisit intention in Taiwan: the moderating effect of customers' desire

Alvaro Garcia Carvajal, Chiehwen Ed Hsu, S. Yeshwant Raj

DOI: [10.1504/IJBEX.2020.10032404](https://doi.org/10.1504/IJBEX.2020.10032404)

Article History:

Received:	30 March 2020
Accepted:	30 May 2020
Published online:	16 January 2023

Investigating hostels revisit intention in Taiwan: the moderating effect of customers' desire

Alvaro Garcia Carvajal, Chiehwen Ed Hsu and
S. Yeshwant Raj*

National Cheng Kung University,
No. 1, University Road, Tainan City 701, Taiwan
Email: Alvarogarciacarvajal@gmail.com
Email: Cedhsu@mail.ncku.edu.tw
Email: Yeshwantraj.s@gmail.com
*Corresponding author

Abstract: The present study examines the potential relationship existing in customers' desire, satisfaction, trust and revisit intention in hostel services patronage in Taiwan. It employs the expectation-confirmation theory to examine the potential relationship among variables which are the antecedents of customers' satisfaction and trust, a moderating variable, namely desire was integrated into the research framework. A survey questionnaire included a sample of 200 subjects of respondents and was collected over five hostels located in the metropolitan cities of Taiwan. Expectations and perceived values both have substantial effects on customers' satisfaction. In addition, satisfaction per se has a significant effect on trust and revisit intention. A major unusual finding is that desire has a positive moderating effect on trust and revisit intention. Surprisingly, there is a negative moderating effect of desire towards satisfaction and revisit intention. Service quality and trust were not critical whereas expectation satisfaction and desire are the critical factors.

Keywords: satisfaction; trust; desire; revisit intention; expectation.

Reference to this paper should be made as follows: Carvajal, A.G., Hsu, C.E. and Raj, S.Y. (2023) 'Investigating hostels revisit intention in Taiwan: the moderating effect of customers' desire', *Int. J. Business Excellence*, Vol. 29, No. 1, pp.1–16.

Biographical notes: Alvaro Garcia Carvajal graduated at the Faculty of Economics in Valladolid, Spain with a Bachelor's degree in Economics. His major interest in tourism and hospitality and pursued his Master's degree in Taiwan, at the prestigious National Cheng Kung University.

Chiehwen Ed Hsu holds a PhD in Healthcare Management, an MS in Informatics, an MPH in Healthcare Organisation from the University of Texas Houston HSC, TX. He also possesses a master's in Health and Technology Law from University of California Hastings College of the Law, San Fran, CA, US. He is an Assistant Professor in the Institute of International Management in National Cheng Kung University and his expertise falls under health disparity research, health management, strategic management, management and policy, strategic management, organisational behaviour.

S. Yeshwant Raj possesses two master degrees (MTech in Mechanical Engineering and MBA) and worked as an Assistant Professor for five years in Chennai, India, and having an interest to pursue PhD, he started his journey in international management (NCKU). His specialisations are wide and extended to many topics like, human resources, CRM, total quality management, retrofitting, consumer behaviour and marketing and supply chain.

1 Introduction

With an advance in technology and growing population size, people travel from one country to the others, for either business or leisure. The literature suggests that satisfaction, motivation, and perceived values are related to customer revisits. Tourism and hospitality products are considered intangible goods that are hedonic in nature (Tan et al., 2012). From the perspective of consumers, hedonic products and services are often highly involved products, non-routine, and require many efforts when making purchases and often seen as high-risk purchases from a consumer's perspective. This is basically the definition of those goods and services that are hedonic, which are considered as experimental, enjoyable, entertaining, expensive, and amusing (Babin et al., 1994). The literature suggests that tourism and hospitality products are experience goods. The fact of 'experience goods' leads to a particular challenge for research on this topic: That is the dominant attributes of experience goods, which are those that cannot be determined of purchase prior to usage or sampling of the products. Hence, the attributes of tourism and hospitality products are difficult to observe in advance, and for leisure, tourists need to experience them to confirm the purchase.

The above are generalised descriptions about the nature of tourism and hospitality products. However, there are a lot of definitions of tourism as a product, but all of them have something different from the others, although there is one thing that all of them have in common, namely, this 'product' must be attractive to the travellers, whether they are for either a pleasure or business purposes. The tourism marketplace comprises a combination of heterogeneous businesses. Tourism and hospitality product could be either a whole community or an individual facility, such as a park (i.e., a place) or a hostel (i.e., a property). Tourism and hospitality product comprise five tangible and intangible components (Smith, 1994). Tourism and hospitality products differ in complexity (Smith, 1994). Travel and tourism is one of the most significant economic activities in many countries. Same as direct financial influences, the market segment also has important indirect financial influences. The Statistics Division of the United Nations that uses the methodology for counting the tourism measures is just the direct influence that travel and tourism has on the sector. The World Travel & Tourism Council (WTTC) indicates that travel and tourism's entire impact is growing bigger each year.

The last WTTC's yearly study, serving as a partner Oxford Economics, indicates that travel and tourism's impact to the world gross domestic product kept growing for the fifth continued year in 2015, after the financial crisis, increasing to a total of 9.8% of the world gross domestic product of (US\$7.6 trillion). The Travel and Tourism sector supports people with almost 277 million in employment – that rate means that every 11 jobs on the planet, 1 is attributed to the travel and tourism sector. This particular sector confronts challenges year after year, and this upcoming year remains the same. The

growing of the travel and tourism sector in 2016 is predicted to keep that strong rate and keep growing better than the previous year. The travel and tourism predictions estimate that the next decade seems to look tremendously auspicious with a predicted growth rate of 3.8% yearly. Locally, Taiwan's tourism data renders support for this global trend of their growing significance. Visitor statistics for January 2105 to December 2015 showed that a total of 10,439,785 people came to Taiwan (the Republic of China). This shows an increase of approximately 1,481,988, or 9.86%, from 8,957,797 people that visited the ROC during the same period the year before. Those tourists included 4,419,892 foreign visitors and 6,010,893 from Mainland China. In comparison with the previous year, international travellers who visited Taiwan increased by 84,851 or (2.9%), and the number of people coming from mainland China increased by 15.43%. The high number of visitors and its associated economic impact call for research into their revisit intention. The purpose of this study is to further investigate the hostel revisit intention using desire as a moderating effect in Taiwan's hostel industry. Expectations, perceived value, and service quality were the three independent variables in the proposed research framework. Satisfaction and trust were the mediating variables. The contribution of this research to the existing literature is adding desire as a moderator in order to see its influence on revisit intentions. One of the definitions of behavioural intention refers to that intention when we are planning to carry out specific compartment. When individuals have a solid intention to get involved in behaviour, they are more likely to execute that precise behaviour intention. In the sectors of tourism and entertainment, this is the same as repurchasing tourism or an entertainment service or the same as revisiting the destination or what the visitor desires. One of the most important issues for destination administrators is to understand revisit intention. The reason is probably when visitors repeat will probably provide more benefits and diminish the expenses. Here, the behavioural intention provides the term of revisit intention.

2 Research gap

Studies focusing on consumption desires are limited in number. Belk et al. (2003) were among the first to conduct a research on the concept of desire. The available literature studies that focus on the desire relevant to the present study are very limited. One of the first ones talking about the desired concept was Belk et al. (2003). However, no prior studies trying to measure the effect that desire has between satisfaction and trust towards the final target that is customers' revisit intention. Previous literature shows a relationship existing between experience and satisfaction (Oliver, 1980). Some others talk about the relationship existing between perceived value and satisfaction (Jhandir, 2012). The relationships existing among service quality and consumer's trust was studied by Setó-Pamies (2012). Most of the research studied the relationship between customer satisfaction and customer trust (Anderson et al., 1994; Garbarino and Johnson, 1999). The current study addresses this gap in the existing literature. This present study includes a rigorous examination of the relationship existing among satisfaction and trust, adding desire as a moderating variable in order to see what kind of effect produces on the revisit intention. Set in the hostel industry in Taiwan, which might provide valuable experiences to the rest of the world.

3 Literature study

3.1 *Expectation confirmation theory*

Researchers used expectation theory to describe the consumer's intention to repurchase that intent again. Resulting from the ECT, expectation is close to the performance that is observed by the individual, therefore expectation will affect satisfaction once the product or service has been purchased. The expectations will be perceived in two different ways, one will be positive confirmation, and the other one will be negative confirmation, and both of these depend on the performance that the product or service did provide us. When the product/service gives way a helpful information, we will get the satisfaction of product before and after the purchase but instead if it goes the other way around and dissatisfaction occurs then the expectation reduces. The way that auctioneers reach the repurchase intention entails five steps:

- 1 Before purchasing any product or service, the cusp gave their own ideas about what they expect from it.
- 2 The usage of the service or product and it's acceptance by the consumer.
- 3 They link the performance of the product with the personal experience so they can confirm or not their expectations.
- 4 Depending on the expectations they had on that product/service they obtain satisfaction towards the product/service and finally.
- 5 Once there are some customers who found the satisfaction, they will create repurchase intention and the customers that did not find the satisfaction, will stop using the service or product.

3.2 *Expectation*

Expectations are the customer's desires or predictions towards a product or a service (Johnson and Mathews, 1997). The expectations existing from the relationships between the customer and the product/ service offered changes with time. Sometimes the reality differs from the idea that customers have about what they want from the product or service. In order to have a positive judgement and service quality of a service or product, we need to meet the expectations affirmation from the consumers (Johnson and Mathews, 1997). The dis-confirmation/ confirmation theory advocates that the effect from matching customer's expectation and the perception they have about the reality is the customer satisfaction. Different authors agreed that customer's expectations need to be understood in order to improve how to offer a better product or a better service. Based on the above literature the first hypothesis was proposed:

H1 Expectation will positively influence customer satisfaction.

3.3 *Perceived value*

Perceived value clears our users view to a certain extent, enables them to gain momentum in regard to the satisfaction of a particle entity (Jhandir, 2012). Perceived value is referring to the valuable information that is being exchanged between users and

the hostel. Perceived value is a pre-purchasing experience from the consumer of a service (Jhandir, 2012). It is dominant to note that higher values assets are attributed to the helpfulness off the end users since such value will be inclined to any exchange between partners. Inevitably, perceived value is an important attribute while visiting a hostel, lastly, perceived value can be cherished by both the hostel provider and its customers which there by gives an opportunity to study the hypothesis?

H2 Perceived value will positively influence customer satisfaction.

3.4 Service quality

It is difficult to value the service quality from any kind of services since there are lot of characteristics that from a service. Previous researchers have come with different ways of how the measure the service quality. Parasuraman et al. (1985) and Rust and Zahorik (1993) proposes a well-known model to know how to measure the quality of service. This model is called the 'servqual model'. This model used five aspects such as tangibles, trustworthiness, guarantee, responsiveness and identification. Therefore, the present research used the Independent variable service quality in order to measure the nestling variable trust as Parasuraman et al. (1985) proposed in his model. Agreeing with Parasuraman et al. (1985), Aydin and Özer (2005) and Lee et al. (2000), extraordinary quality in the service is known to be the way to enter in the any kind is market. The service quality has a great influence in the satisfaction and the trust from the customers. The customers are satisfied if they get a better service than what they expected before purchasing that service. When the consumers receive worthy service quality from the provider, the consumer reaches the satisfaction and the trust. The bound that connects the consumer's satisfaction and the quality of the service is getting a lot of attention by researchers (Taylor and Baker, 1994). Nonetheless, most of the studies associated to the relationship existing among them, have been of Non-empirical nature (Iacobucci et al., 1995). As Anderson and Fornell indicated (Anderson et al., 1994) they cannot really differentiate between the service quality and the customer satisfaction. Satisfaction is an after purchasing practice and relates to perceived quality with the quality the customers expects (Anderson et al., 1994; Parasuraman et al., 1985)). Based on the above explanation we derive.

H3 Service quality will positively influence customer trust.

3.5 Satisfaction

In order to reduce the uncertainty associated with the experience of purchasing tourism products, tourism need to spend time searching for travel information, such as destination choices, special features, pricing, etc. The proliferation of social media technologies like Facebook, blogs and online travel communities, creates useful platforms for tourist to share personal travel experiences. A tourist's experience becomes a central focus in understanding a tourist's level of satisfaction (Vittersø et al., 2000). The concept of satisfaction is Important in the tourism and recreation fields (Rust and Zahorik, 1993). There are two accepted interpretations for the satisfaction concept: namely need based and appraisal satisfactions (Mannell and Kleiber, 1997). Need satisfaction has been conceptualised as the fulfilment of motives or needs. The quality of recreational

experiences can be assessed by the extent to which the motivation and objectives of the visitor is fulfilled (Stankey and McCool, 1984). Appraisal satisfaction refers to an evaluation of the extent to which an individual's actual travel experience confirms or dis-confirms expectations (Bultena and Klessig, 1969; LaPage et al., 1983). A tourist can have a satisfying experience when proposal expectations are met or exceeded (De Rojas and Camarero, 2008). Revisit intention is a cognitive state that reflects a tourist plans to return to a destination during a projected period of time (Weaver and Lawton, 2011). This is an important construct in destination Marketing it predicts tourist's future behaviour. An individual repeat his behaviour because the reputation of the behaviour itself is satisfying (Tasci and Boylu, 2010). Satisfaction is certainly related to repurchase intentions, according to marketing theory. Increasing customer's satisfaction can result in what is common know as increased repeat purchase behaviour and a higher intention of reveals (Taylor and Baker, 1994)? By the same logic, offering a satisfactory travel experience can potentially increase the revisit intention of a tourist. Satisfaction will be acting a as an important variable giving out two hypotheses namely

H4 Satisfaction will positively influence customer trust.

H5 Satisfaction will positively influence customer revisit intention.

3.6 *Trust*

Many studies have agreed that trust is a very powerful construct given ring social and economic behaviour (Dimoka, 2010). Trust is a central consideration to a successful social and/or economic exchange (Gefen, 2000; Gefen and Straub, 2004; Lewis and Weigert, 1985; Zak and Knack, 2001). Dimoka (2010) in her study related to the cognitive neuroscience for information systems, just focused in identifying the pertinent brain activities linking with the process of building trust based in credibility and Benevolence as pointed out by Ganesan (1994) as two key dimensions. What is particular interesting in this cases is that trust can be cognitive or calculative and can be emotional (Child and Möllering, 2003; Coleman, 1990; Deutsch, 1958; Kim et al., 2007; Lewis and Weigert, 1985; McKnight et al., 1998; Rousseau et al., 1998; Sun and Zhang, 2006; Weigert, 1981; Zand, 1972), based in the predispositions and cognitions and emotional responses can together determine the final behavioural intentions (Kim et al., 2007; Kim and Malhotra, 2005; Limayem and Hirt, 2003; Ortiz de Guinea and Markus, 2009; Sun and Zhang, 2006).

H6 Trust will positively influence customer's revisit intention.

3.7 *Desire*

Desire is the choice of resources to select and use how to carry out the different future. We need to differentiate between intentions and desire, they are both determinants and behaviour (Chiavarino et al., 2010). Desire symbolises essential characteristics of anthropological inspiration. Therefore, desire represents the motivation incentives. Seeking in this way speaks to the motivational driving force of the volitional basic leadership process, and serves to coordinate a progression of enthusiastic, cognitive, self-discernment and common evaluations of the decision-making progress of the customer

(Boujbel and d'Astous, 2015). The targets that any desire may have, is an important and serious the thoughts for the decision maker. It's also helpful to make a differentiation between the desire goals and the motivation desirability, since all of them are in the mind of the individual in charge of making the decisions (Bagozzi et al., 2003). The below stated hypothesis proves to be the best outcome from the literature.

H7 Desire has a positive moderating effect on customer's satisfaction and revisits intention.

H8 Desire has a positive moderating effect on customer's trust and revisits intention.

3.8 Revisit intention

It is well known in the marketing field that keeping existing consumers is more lucrative in terms of profit than gaining future consumers, prior studies found that attract a new consumer takes fewer more time that of maintaining an old consumer and also that the value of gaining ten new consumers is less than Maintaining an old consumer (Verhoef and Donkers, 2001). Revisit intention is a mental perspective that shows the idea of going back to a place, hostel or destination along the necessary amount of time that the user is planning to spend in the future. In all marketing destinations, managers of hostels must be able to predict the pond of the tourist and know which one will be their behaviour in the future. The previous variable used in this research, satisfaction, has been proved in various researchers having a positive influence towards the revisit intention (Oliver, 1980). Therefore, if we would increase the satisfaction, it would probably warranted to have a helpful effect on the revisit intention and recommendations from the customers would increase as well (Taylor and Baker, 1994).

4 Research framework

4.1 Characteristic of respondents

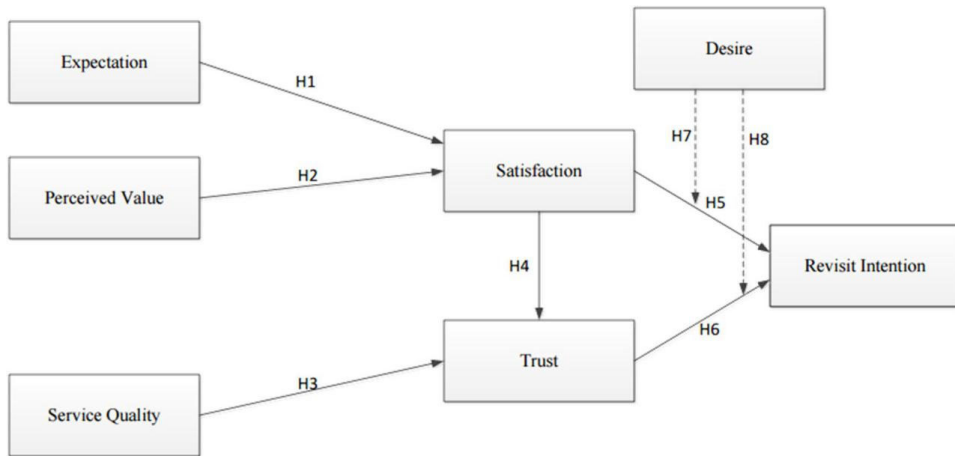
This chapter analyses the data obtained from the questionnaire results. This first part explains the demographic data characteristics. As shown in Table 1, the demographic data and some other information were collected from the different respondents. The items used are location, gender, age, marital status, education level, and occupation, level of income, travel frequency and companion. There were a total of five hostels; two hostels were assigned to Taipei and one hostel was assigned for each of the other cities. The names of the different hostels are not revealed in order to protect their privacy. This was in compliance with the human subject protocols, and a condition from the owners of the hostels in return for their collaboration with this study. A total of 16 days were necessary in order to distribute and collect all the questionnaires. As mentioned, the data was gathered from the distribution of questionnaires in four locations, Taipei, Taichung, Tainan, and Kaohsiung. From the total of the respondents (200 respondents), 82% consists of males while the other 18% of the respondents were females 51% of the respondents were between 31 and 40 years old, which represents the majority of the hostel's users, followed by 26.5% by the people between 26 and 30 years old. The

percentage of respondents who are married is 78.5% while the single respondents are 21.5%. The majority of the respondents have a bachelor's degree or above (98.5%). When they were asked about the occupation, just the 3.5% reported to have a full-time job, a 15% part-time job and 19% already retired. Most of the level of income per respondent is 30,000–40,000 which 33.5% of the total of the respondents is. During the past six months, the most common frequency of travelling among the respondents was from 7 to 9 times (39%) followed by the 4 to 6 times which has 32.5% of the total. The company that they had while using the hostel facilities, 68% travelled with friends, 15.5% with the family, while the rest 16.5% were or alone or with their couple, 8% and 8.5% respectively. Table A1 in the annexure explains the characteristics further in detail.

Table 1 Descriptive statistics

<i>Item codes</i>	<i>N*</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Standard deviation</i>
E1	200	2	7	5.22	1.35676
E2	200	2	7	4.985	1.39805
E3	200	1	7	5.08	1.31615
E4	200	1	7	5.18	1.32149
E5	200	1	7	5.145	1.29707
E6	200	1	7	4.63	1.29673
PV1	200	1	7	4.77	1.52602
PV2	200	1	7	4.815	1.59168
PV3	200	1	7	4.46	1.47284
SQ1	200	1	7	4.54	1.36665
SQ2	200	1	7	4.765	1.46304
SQ3	200	1	7	4.65	1.44844
SQ4	200	1	7	4.54	1.63455
SQ5	200	1	7	4.58	1.51826
S1	200	1	7	4.565	1.57422
S2	200	1	7	4.845	1.57588
S3	200	1	7	4.785	1.42793
S4	200	1	7	4.985	1.50202
T1	200	1	7	4.69	1.4156
T2	200	1	7	4.46	1.38854
T3	200	1	7	4.635	1.62635
D1	200	1	7	4.705	1.48965
D2	200	1	7	5.155	1.30749
RI1	200	1	7	4.995	1.37639
RI2	200	2	7	5.45	1.14194
IR3	200	2	7	5.525	1.21935

Figure 1 The research framework



The current study has a total of 26 items with 7 constructs that were used to ask the different respondents the following: the construct of expectation (E) includes six items. The construct of perceived value (PV) that consists of 3 items. The construct of service quality (SQ) contains 5 items. Construct satisfaction (S) includes four items. The construct trust (T) is formed with three items. The construct desire (D) consists of two items. The construct revisit intention (RI) includes 3 items. All the different items were measured on a seven-point Likert scale range, from 1 being strongly disagree to 7 being strongly agree.

Table 2 Reliability

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	<i>Average variance extracted (AVE)</i>
Desire	0.7118	0.8738	0.7759
Expectation	0.8858	0.9136	0.6391
Perceived value	0.7874	0.8733	0.6967
Revisit intention	0.7756	0.8678	0.6865
Satisfaction	0.6972	0.8193	0.5392
Service quality	0.8158	0.8673	0.5683
Trust	0.6365	0.7695	0.528

Table 2 summaries all the different items used in the questionnaire, also shows the values of the mean and the standard deviation. One of the items of the satisfaction (S) which is S4 'This hostel is exactly what is needed for the hospitality service' which value is less than the given threshold of 0.6, according to Hair et al. (2010).

Table 3 Pearson correlation matrix

	Expectation	Standard deviation	Mean	Standard deviation	Expectation	Perceived value	Service quality	Satisfaction	Trust	Desire	Revisit intention
Expectation	Pearson Correlation	1.06335	5.0400	1.06335	1						
Perceived value	Sig. (two-tailed) Perceived Correlation	1.28353	4.6817	1.28353	.749**	1					
Service quality	Sig. (two-tailed) Pearson Correlation	1.12208	4.6150	1.12208	.000	.723**	1				
Satisfaction	Sig. (two-tailed) Pearson Correlation	1.10241	4.7950	1.10241	.000	.686**	.782**	1			
Trust	Sig. (two-tailed) Pearson Correlation	1.11178	4.5950	1.11178	.000	.429**	.414**	.512**	1		
Desire	Sig. (two-tailed) Pearson Correlation	1.23296	4.9300	1.23296	.000	.259**	.333**	.280**	.440**	1	
Revisit intention	Sig. (two-tailed) Pearson Correlation	1.03156	5.3233	1.03156	.001	.000	.000	.000	.000	.346**	1
	Sig. (two-tailed)				.480**	.581**	.442**	.445**	.346**	.385**	
					.000	.000	.000	.000	.000	.000	.000

Notes. ***p < 0.01, **p < 0.05, *p < 0.1.

4.2 Reliability and validity test

Table 3 explains the Pearson correlation table between the different variables. Each variable is shown with the mean value and the standard deviation. Generally, each variable only correlates to each other because of the values show that the results of the correlation are significant. The reliability test was used to measure the correlation of each item to the other items among variables. Based on Table 4, looking at the first column, Cronbach's alpha, and based on Hair et al. (2010) the values must be greater than 0.7 to be deemed internally reliable. Most of the variables meet the requirements, but two of them do not, Satisfaction (0.6972) and Trust (0.06365). Since the value is not less than 0.6 the values are marginally accepted. The same happens in the second column, Compose Reliability, based on Hair et al. (2010) all the values must be greater than 0.7, and all the variable values meet the requirements.

Table 4 Path coefficients

<i>Path coefficients</i>	<i>Beta</i>	<i>T-value</i>	<i>P value</i>	<i>P value</i>	<i>Hypotheses</i>
Expectation × satisfaction	0.160	2.008	0.0015	<0.05	Supported
Perceived value × satisfaction	0.537	7.424	0.0000	<0.05	Supported
Service quality × trust	0.065	0.532	0.6436	>0.05	Not supported
Satisfaction × trust	0.560	4.527	0.0000	<0.05	Supported
Satisfaction × revisit intention	0.259	3.144	0.0000	<0.05	Supported
Trust × revisit intention	0.069	0.737	0.8103	>0.05	Not supported
Satisfaction × desire × revisit intention	-0.172	2.214	0.0009	<0.05	Not supported
Trust × desire × revisit intention	0.253	1.6713	0.0009	<0.05	Supported

While in the third column, the average variance extracted (AVE), according to Hair et al. (2010) the variable's values must be greater than 0.5, and all the different values meet the expectations. This means that all the constructs are reliable and valid for the hypothesis's tests.

4.3 PLS approach: assessment of structural model

The relationship existing between expectation and satisfaction shows that there is a 0.160 beta value, t-value is 2.008 and the p-value (0.0015) is less than 0.05, therefore hypothesis 1 is supported. The relationship existing between perceived value and satisfaction shows us that there is a 0.537 beta value, the t-value is 7.424 and the p-value (0.0000) is less than 0.05, therefore hypothesis 2 is supported. The relationship existing between service quality and trust shows us that there is a 0.065 Beta value, the t-value is 0.532 and the p value (0.6436) is greater than 0.05, therefore hypothesis 3 is not supported. The relationship existing between satisfaction and trust shows that there is a 0.560 Beta value, the t-value is 4.527 and the p-value (0.0000) is less than 0.05, therefore hypothesis 4 is supported. The relationship existing between satisfaction and revisit intention shows us that there is a 0.259 Beta value, t-value is 3.144 and the p-value (0.0000) is less than 0.05, therefore hypothesis is supported. The relationship existing between trust and revisit intention shows us that there is a 0.069 Beta value, t-value is 0.2.214 and the p-value (0.8103) is greater than 0.05, therefore Hypothesis 6 is not supported. The relationship existing between satisfaction and desire towards the revisit

intention shows us that there is a -0.172 Beta value, t-value is 2.214 and the p-value (0.0009) is less than 0.05, therefore hypothesis 7 is not supported. The relationship existing between trust and desire towards the revisit intention shows us that there is a 0.253 Beta value, the t-value is 1.6713 and the p-value (0.0009) is less than 0.05, therefore hypothesis 8 is supported.

5 Discussion and conclusions

Concerning revisit intention on the tourism and hospitality activities, previous research considered the revisit intention in several aspects, such as customers' characteristics, satisfaction, and trust, including the purchasing phases, from the previous phase of the purchase till the last phase after the purchase. Some specific characteristics had been adopted in this study, for example, expectation, perceived value and service quality. But there was no previous research studying the moderating effect of the variable desire towards the revisit intention. Revisit intention is concerned with the intent of the customer to go or stay again at the same place for a certain period of time. While the definition of desire is to wish for or want for something. Based on those definitions, desire is a concept that may or may not happen in the future, but when the individual has the intention to revisit, it implies that action may likely occur in the future. Previous studies presumed satisfaction as a predecessor of trust (Garbarino and Johnson, 1999), while there are some other studies presuming that is the trust that was established as a predecessor of the satisfaction (Anderson and Narus, 1990). The present research added the moderating variable desire and studied what outcome would have those implications.

The present research consisted of eight hypotheses total two hypotheses examined the influence on customer's satisfaction. Two hypotheses examined the influence on customer's trust. Two hypotheses examined the influence on the revisit intention. The last two hypotheses examined the effect that desire has towards revisiting intention, and satisfaction and trust separately. The results obtained from testing all the hypotheses are as shown in Table 4. From all the hypotheses tested, five of them were supported and three of them were not supported. Results suggest that expectation and perceived value influence satisfaction in a positive way (Hypotheses 1 and 2). The third hypothesis was not supported, which means that the service quality has no effect over the customer's trust (hypothesis 3). Satisfaction influences both the customer's trust and the revisit intention in a positive way, in the same way, influences the revisit intention (Hypotheses 4 and 5). Customer's trust is not necessary a contributing factor for the revisit intention, therefore, the Hypothesis 6 was not supported. A curious case happened with the last two hypotheses tested. Desire has a positive moderating effect on customer satisfaction and revisits intention was not supported (Hypothesis 7). This means that in order to reach the revisit intention from the customers, one just needs them to feel satisfied, then the moderating variable desire will not be necessary to achieve the revisit intention. The present study obtained the opposite effect with the last hypothesis tested, desire has a positive moderating effect on customer's trust and revisit intention, which was supported. Since the Hypothesis 6 was not supported, trust has a positive influence on customer's revisit intention, and the last hypothesis was supported, this means that once we have the trust of the customers, desire needs to be added in order to reach their intention to revisit the hostels.

6 Limitations and future studies

Several limitations were discovered while conducting the current research. This study was conducted in the country of Taiwan, specifically in the cities of Taipei, Taichung, Tainan, and Kaohsiung. The first limitation was found in the location, and a future suggestion to propose would be conducting the same study in different cities, or different countries and not just limiting the study scope to Taiwan. Secondly it was that the questionnaire was administrated in English. As a result, some respondents were not able to fully answer the questionnaire due to the language barrier which made the study to reject many questionnaires due to incomplete answers. Therefore, the suggestion for further research would be developing a questionnaire in the native language of the respondents' country where the questionnaire will be distributed. The third limitation of the present study was the difficulty in differentiating the dependent variable, revisit intention, from the moderating variable, desire. The questions posed in the questionnaire might cause confusion for the respondent in aiming at distinguishing between desire and revisit intention. As mentioned above, the suggestion proposed is to develop the questionnaire in the native language of the respondents' country and add questions that will distinguish the variables clearly for potential respondents. The last limitation was that this study uses three independent variables, expectation, perceived value, and service quality. The last of the variables helped formulate Hypothesis 3, which stated 'service quality will positively influence customer's trust', and it was not supported. The limitations present due to the sample size and replication values of the study may be inadequate. Therefore, future researchers should consider examining additional variables to add to the study, such as price or experience.

References

- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994) 'Customer satisfaction, market share, and profitability: findings from Sweden', *The Journal of Marketing*, Vol. 58, No. 3, pp.53–66.
- Anderson, J.C. and Narus, J.A. (1990) 'A model of distributor firm and manufacturer firm working partnerships', *The Journal of Marketing*, Vol. 54, No. 1, pp.42–58.
- Aydin, S. and Özer, G. (2005) 'The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market', *European Journal of Marketing*, Vol. 39, Nos. 7/8, pp.910–925.
- Babin, B.J., Darden, W.R. and Griffin, M. (1994) 'Work and/or fun: measuring hedonic and utilitarian shopping value', *Journal of Consumer Research*, Vol. 20, No. 4, pp.644–656.
- Bagozzi, R.P., Dholakia, U.M. and Basuroy, S. (2003) 'How effortful decisions get enacted: the motivating role of decision processes, desires, and anticipated emotions', *Journal of Behavioral Decision Making*, Vol. 16, No. 4, pp.273–295.
- Belk, R.W., Ger, G. and Askegaard, S. (2003) 'The fire of desire: a multisited inquiry into consumer passion', *Journal of Consumer Research*, Vol. 30, No. 3, pp.326–351.
- Boujbel, L. and d'Astous, A. (2015) 'Exploring the feelings and thoughts that accompany the experience of consumption desires', *Psychology & Marketing*, Vol. 32, No. 2, pp.219–231.
- Bultena, G.L. and Klessig, L.L. (1969) 'Satisfaction in camping: a conceptualization and guide to social research', *Journal of Leisure Research*, Vol. 1, No. 4, pp.348–

- Chiavarino, C., Apperly, I.A. and Humphreys, G.W. (2010) 'Distinguishing intentions from desires: contributions of the frontal and parietal lobes', *Cognition*, Vol. 117, No. 2, pp.203–216.
- Child, J. and Möllering, G. (2003) 'Contextual confidence and active trust development in the Chinese business environment', *Organization Science*, Vol. 14, No. 1, pp.69–80.
- Coleman, J.S. (1990) *Foundations of Social Theory*, Harvard University Press, Cambridge, MA.
- De Rojas, C. and Camarero, C. (2008) 'Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation center', *Tourism Management*, Vol. 29, No. 3, pp.525–537.
- Deutsch, M. (1958) 'Trust and suspicion', *Journal of Conflict Resolution*, Vol. 2, No. 4, pp.265–279.
- Dimoka, A. (2010) 'What does the brain tell us about trust and distrust? Evidence from a functional neuroimaging study', *MIS Quarterly*, Vol. 34, No. 2, pp.373–396.
- Ganesan, S. (1994) 'Determinants of long-term orientation in buyer-seller relationships', *Journal of Marketing*, Vol. 58, No. 1, pp.1–19.
- Garbarino, E. and Johnson, M.S. (1999) 'The different roles of satisfaction, trust, and commitment in customer relationships', *The Journal of Marketing*, Vol. 63, No. 2, pp.70–87.
- Gefen, D. (2000) 'E-commerce: the role of familiarity and trust', *Omega*, Vol. 28, No. 6, pp.725–737.
- Gefen, D. and Straub, D. (2004) 'Consumer trust in B2C e-commerce and the importance of social presence: experiments in e-products and e-services', *Omega*, Vol. 32, No. 6, pp.407–424.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis*, 7th ed., Pearson Hall, New Jersey.
- Iacobucci, D., Ostrom, A. and Grayson, K. (1995) 'Distinguishing service quality and customer satisfaction: the voice of the consumer', *Journal of Consumer Psychology*, Vol. 4, No. 3, pp.277–303.
- Jhandir, S.U. (2012) 'Customer satisfaction, perceived service quality and mediating role of perceived value', *International Journal of Marketing Studies*, Vol. 4, No. 1.
- Johnson, C. and Mathews, B. P. (1997) 'The influence of experience on service expectations', *International Journal of Service Industry Management*, Vol. 8, No. 4, pp.290–305.
- Kim, H.W., Chan, H.C. and Chan, Y.P. (2007) 'A balanced thinking-feeling model of information systems continuance', *International Journal of Human-Computer Studies*, Vol. 65, No. 6, pp.511–525.
- Kim, M-J., Chung, N. and Lee, C-K. (2011) 'The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea', *Tourism Management*, Vol. 32, No. 2, pp.256–265.
- Kim, S.S. and Malhotra, N.K. (2005) 'A longitudinal model of continued IS use: an integrative view of four mechanisms underlying postadoption phenomena', *Management Science*, Vol. 51, No. 5, pp.741–755.
- LaPage, W.F., Lieber, S. and Fesenmaier, D. (1983) 'Recreation resource management for visitor satisfaction', *Recreation Planning and Management*, Vol. 1, No. 2, pp.279–285.
- Lee, H., Lee, Y. and Yoo, D. (2000) 'The determinants of perceived service quality and its relationship with satisfaction', *Journal of Services Marketing*, Vol. 14, No. 3, pp.217–231.
- Lewis, J.D. and Weigert, A. (1985) 'Trust as a social reality', *Social Forces*, Vol. 63, No. 4, pp.967–985.
- Limayem, M. and Hirt, S.G. (2003) 'Force of habit and information systems usage: theory and initial validation', *Journal of the Association for Information Systems*, Vol. 4, No. 1, pp.65–97.

- Mannell, R.C. and Kleiber, D. A. (1997) *A Social Psychology of Leisure*, Venture Publishing Inc., Penguin, UK.
- McKnight, D.H., Cummings, L.L. and Chervany, N.L. (1998) 'Initial trust formation in new organizational relationships', *Academy of Management Review*, Vol. 23, No. 3, pp.473–490.
- Oliver, R.L. (1980) 'A cognitive model of the antecedents and consequences of satisfaction decisions', *Journal of Marketing Research*, pp.460–469.
- Ortiz de Guinea, A. and Markus, M.L. (2009) 'Why break the habit of a lifetime? Rethinking the roles of intention, habit, and emotion in continuing information technology use', *MIS Quarterly*, Vol. 33, No. 3, pp.433–444.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985) 'A conceptual model of service quality and its implications for future research', *The Journal of Marketing*, Vol. 49, No. 4, pp.41–50.
- Rousseau, D.M., Sitkin, S.B., Burt, R.S. and Camerer, C. (1998) 'Not so different after all: a cross-discipline view of trust', *Academy of Management Review*, Vol. 23, No. 3, pp.393–404.
- Rust, R.T. and Zahorik, A.J. (1993) 'Customer satisfaction, customer retention, and market share', *Journal of Retailing*, Vol. 69, No. 2, pp.193–215.
- Setó-Pamies, D. (2012) 'Customer loyalty to service providers: Examining the role of service quality, customer satisfaction and trust', *Total Quality Management & Business Excellence*, Vol. 23, Nos. 11–12, pp.1257–1271.
- Smith, S.L. (1994) 'The tourism product', *Annals of Tourism Research*, Vol. 21, No. 3, pp.582–595.
- Stankey, G.H. and McCool, S.F. (1984) 'Carrying capacity in recreational settings: evolution, appraisal, and application', *Leisure Sciences*, Vol. 6, No. 4, pp.453–473.
- Sun, H. and Zhang, P. (2006) 'The role of affect in IS research: a critical survey and a research model', in Zhang, P. and Galletta, D. (Eds.): *Human-Computer Interaction and Management Information Systems: Foundations*, pp.295–329, M.E. Sharpe, Armonck, NY.
- Tan, W-K., Yeh, Y-D., Yang, C-C. and Tang, C-Y. (2012) 'A study on the impact of internet on the experience attributes of tourism and hospitality products, and the search and purchase behavior of consumers', *Electronic Commerce Studies*, Vol. 10, No. 1, pp.97–119.
- Tasci, A.D. and Boylu, Y. (2010) 'Cultural comparison of tourists' safety perception in relation to trip satisfaction', *International Journal of Tourism Research*, Vol. 12, No. 2, pp.179–192.
- Taylor, S.A. and Baker, T.L. (1994) 'An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions', *Journal of Retailing*, Vol. 70, No. 2, pp.163–178.
- Verhoef, P.C. and Donkers, B. (2001) 'Predicting customer potential value an application in the insurance industry', *Decision Support Systems*, Vol. 32, No. 2, pp.189–199.
- Vittersø, J., Vorkinn, M., Vistad, O.I. and Vaagland, J. (2000) 'Tourist experiences and attractions', *Annals of Tourism Research*, Vol. 27, No. 2, pp.432–450.
- Weaver, D.B. and Lawton, L.J. (2011) 'Visitor loyalty at a private South Carolina protected area', *Journal of Travel Research*, Vol. 50, No. 3, pp.335–346.
- Weigert, A. (1981) *Sociology of Everyday Life*, Longman, New York.
- Zak, P.J. and Knack, S. (2001) 'Trust and growth', *Economic Journal*, Vol. 111, No. 470, pp.295–311.
- Zand, D.E. (1972) 'Trust and managerial problem solving', *Administrative Science Quarterly*, Vol. 17, No. 2, pp.229–239.

Annexure**Table A1** Demographics

<i>Respondents' characteristics</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid percent</i>	<i>Cumulative percent</i>
Location				
Taipei	81	40.5	40.5	40.5
Taichung	15	7.5	7.5	48
Tainan	56	28	28	76
Kaohsiung	48	24	24	100
Gender				
Male	164	82	82	82
Female	36	18	18	100
Age				
18–25	17	8.5	8.5	8.5
26–30	53	26.5	26.5	35
31–40	102	51	51	86
41–50	5	2.5	2.5	88.5
51–60	12	6	6	94.5
More than 61	11	5.5	5.5	100
Marital status				
Single	43	21.5	21.5	21.5
Married	157	78.5	78.5	100
Educational level				
High school or below	3	1.5	1.5	1.5
Bachelor's degree	99	49.5	49.5	51
Master's degree or above	98	49	49	100
Occupation				
Full-time employment	7	3.5	3.5	3.5
Part-time employment	30	15	15	18.5
Retired	38	19	19	37.5
Others	125	62.5	62.5	100
Level of income				
Less than 20,000	60	30	30	30
20,000–30,000	22	11	11	41
30,000–40,000	67	33.5	33.5	74.5
40,000–50,000	51	25.5	25.5	100
Travel frequency				
1–3	57	28.5	28.5	28.5
4–6	65	32.5	32.5	61
7–9	78	39	39	100
Travel companion				
Alone	16	8	8	8
Couple	17	8.5	8.5	16.5
Family	31	15.5	15.5	32
Friends	136	68	68	100