

GASTRONOMIC EXPERIENCE QUALITY, SATISFACTION, AND DESTINATION IMAGE AS PREDICTORS OF TOURISTS' LOYALTY AND REVISIT INTENTION -THE CASE OF ANGELES CITY

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ABSTRACT

Angeles City is known as a culinary destination in the Philippines. Anchored on stimulus-organism-response framework, this chapter investigates how gastronomic experience quality, satisfaction, and destination image predict tourists' loyalty and revisit intention. The respondents were identified using purposive sampling and they were comprised of local and foreign tourists of Angeles City. Using predictive-causal research design, and partial least squares – structural equation modeling, the findings revealed that gastronomic experience quality has a significant and positive influence on destination image, gastronomic experience satisfaction, tourists' loyalty and revisit intention. Furthermore, destination image and gastronomic experience satisfaction were found to be antecedents of tourists' loyalty and revisit intention. Mediation analysis also showed that destination loyalty and gastronomic experience satisfaction act as mediators on the links between gastronomic experience quality and tourists' loyalty, and between gastronomic experience quality and tourists' revisit intention.

Keywords: Experience Quality, Satisfaction, Destination Image, Loyalty, Revisit Intention

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