MODEL PERCEIVED DESTINATION IMAGES AND PERCEIVED EXPERIENCE QUALITY IN REVISIT INTENTION OF THAI TOURISTS IN AYUTTHAYA WORLD HERITAGE SITE

Piyaporn SUMHYA[1] and Sangkhae PUNYASIRI[1]

[1]National Institute of Development Administration, THAILAND

Kedpiyaporn.Sum@gmai.com (P. S.) (Corresponding author)

ABSTRACT

The objectives of this research were to develop a causal relationship model perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site and examine the consistency of the causal effects of perceived destination image, perceived experience quality, and revisit intention of Thai tourists who the world heritage site visit Phra Nakhon Si Ayutthaya province. Using the questionnaire survey method with Cronbach Alpha reliability (α = 0.932). The populations are Thai tourists, who traveled to heritage sites Phra Nakhon Si Ayutthaya province, this research used a sample size of 400 samples in structural equation analysis, and Data analysis used (1) descriptive statistics, (2) Pearson correlation, and (3) hypothesized structural equations the results of the research found that perceived destination image affects to revisit intention of Thai tourists who the world heritage site visit Phra Nakhon Si Ayutthaya province Overall, it is the factor that is the most level ($\bar{x}$= 4.432; S.D. = .452) and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. overall, it is a factor that is at the level of strong agreement ($\bar{x}$= 4.221; S.D. = .436) and (2) Analysis of positive influence perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site found that the relationship between the observed variables and the correlation coefficient (r) of 55 pairs was at a moderate level. at the statistical significance level of 0.01 and the results of the structural equation model analysis It is appropriate and consistent with the empirical data.

Keywords: Perceived Destination Images, Perceived Experience Quality, Revisit Intention Ayutthaya World Heritage Site

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.