

The impact of product quality on intention to experience tourism according to OCOP standards in Vietnam

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Abstract

The study focuses on analyzing and evaluating the influence of product/service quality on intention to experience tourism according to OCOP standards in Vietnam. By based on two main sources: Secondary data including documents, newspapers, laws, ... about the OCOP program in Vietnam from 2018-2020 and primary data collected from the survey which is based on decision No. 1048 / QĐ-TG 2019. Research results confirm that product quality has a positive impact on the intention to experience OCOP tourism products. From the research results, the authors will make suggestions and recommendations for points that need to be amended and supplemented for the current OCOP tourism products to improve the customer's intention to use the product in the future.


Keywords: OCOP, service quality, tourism product, travel, Vietnam.

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Introduction

During the past 60 years, the tourism industry has always been in focus, in each period, they have determined the position of tourism in the socio-economic development strategy of the country by the revolutionary requirements. Currently, overcoming many difficulties, challenges, the tourism industry has been making significant contributions to the country's socio-economic development, preserving and promoting the values of national cultural heritage.

Lately, Vietnam has begun to develop rural tourism. The development of this form of tourism has contributed to providing employment opportunities for the local community, facilitating the development of the local economy through the sale of tourism products and services, contributing to the development of the local economy, enhancing a local and national image. Especially, in the current trend of integration and development, rural tourism has become more attractive to tourists. This is also one of the goals of the OCOP program.

In Vietnam, the OCOP program was absorbed in 2006 with the implementation of the project "One commune, one product" by localities and started to implement strongly from 2013 onwards with the pioneer province of Quang Ninh. The program has contributed to restructuring agricultural production, handicrafts, improving production value, and developing own brands of many localities. As yet, the OCOP program has been widely deployed in 63 provinces and cities across the country.

This paper is structured as follows. **Section 1**, we give a general introduction about the state of tourism in Vietnam in general and OCOP tourism products in particular. **Section 2**, provides an overview of the study. **Section 3**, the research model and hypotheses. **Section 4**, we provide methodological aspects. **Section 5**, present and analyze some of the results. **Section 6**, we conclude.

Literature Review

There are many types of research and approaches on the relationship between product (service) quality and customer's purchase intention (use) in the world.

Chapin (1974) examines the Activity Pattern Model of tourism which has 2 factors: trends and opportunities to promote action influence the choice of tourism products/programs. In the element of opportunity (promoting action), there are two sub-variables: availability and quality (location, program, and service). The model has initially demonstrated the impact of tourist destination product/service quality as a motivating factor for customers to participate in the travel experience.

Sultan & Simpson (2002) mention that since European passengers found the service quality of US airlines to be less than that of their international carriers, substantial efforts may be needed by US carriers to improve the service they offer to attract Europeans. This has obvious implications for airline alliances, such as the Star alliance between Air Canada, Varig, SAS, Lufthansa, Thai Airlines, and United Airlines. It remains unclear, however, whether US carriers see these alliances as a way of improving their service quality, or whether they are merely seeking to circumvent international laws governing their ability to reach what appear to be attractive markets. In the long term, the success of an alliance may be jeopardized if partners are perceived not to offer the same level of service. Another research by Tsotsou, R., (2005) refers to quality levels and their relation to involvement, satisfaction, and purchase intention, marketing bulletin. The main objective of the study was to investigate the effect of perceived product quality on product involvement, consumers' overall satisfaction, and purchase intentions. This investigation confirmed previous findings on the important role of perceived product quality on consumer behavior, and lead to the identification of the effects that different levels of perceived quality have on involvement, overall satisfaction, and purchase intentions. Besides, Tsotsou, R., (2006) also mentioned perceived quality had a direct and an indirect effect (through overall satisfaction) on purchase intentions, overall satisfaction had a direct effect on purchase intentions and involvement had an indirect effect on purchase intentions through overall satisfaction and perceived quality. The results of the study provide several theoretical and practical implications. There are contradicted findings on the influence of perceived quality on purchase intentions. In some studies, perceived quality has been found to have a positive direct effect on purchase intentions (Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996), whereas others report only an indirect effect through satisfaction (Cronin and Taylor, 1992; Sweeney et al., 1999).

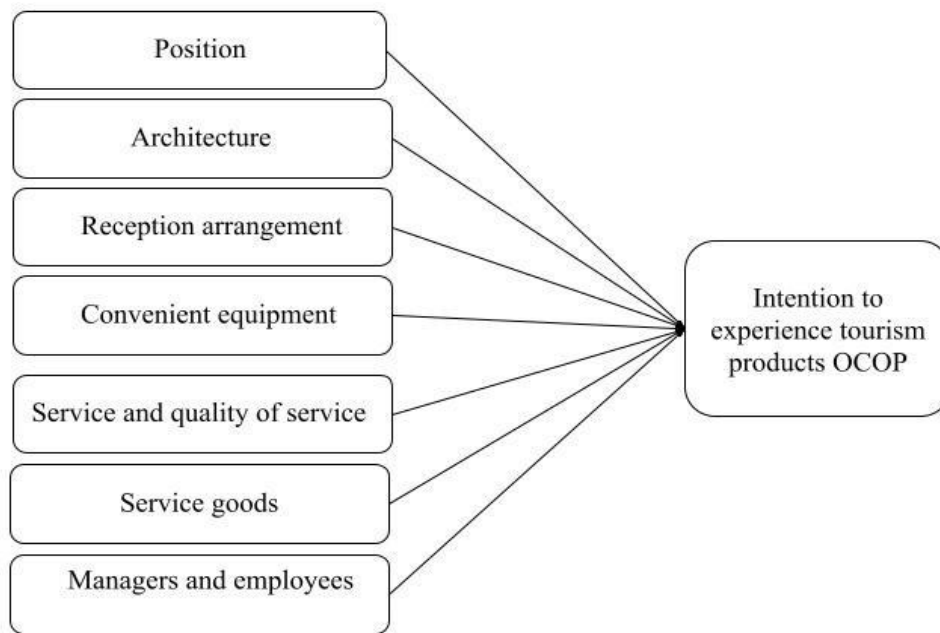
In 2013, authors Tariq, M., Nawaz, and coworkers made important discoveries. The research paper has shown that a certain influential buying motive for multinational brand cosmetics is quality, and this is the only reason that attracts more than half of their users.

Model

The research model includes:

Independent variables are components of product quality according to OCOP standards: (1) Position; (2) Architecture; (3) Reception arrangement; (4) Convenient equipment; (5) Service and quality of service; (6) Service goods; (7) Managers and employees.

The dependent variable in the model is "OCOP tourism experience intention", in which product quality components directly affect the intention to experience tourism according to OCOP standards.



Source: Authors' estimations

Research hypotheses include:

- H1: "Position" has a positive impact on the "Intention to experience tourism products OCOP" of customers.
- H2: "Architecture" has a positive impact on the "Intention to experience tourism products OCOP" of customers.
- H3: "Reception arrangement" has a positive impact on the "Intention to experience tourism products OCOP" of customers.
- H4: "Convenient equipment" has a positive impact on the "Intention to experience tourism products OCOP" of customers.
- H5: "Service and quality of service" has a positive impact on the "Intention to experience tourism products OCOP" of customers.
- H6: "Service goods" have a positive impact on customers' "Intention to experience tourism products OCOP" of customers.
- H7: "Managers and employees" have a positive impact on the "Intention to experience tourism products OCOP" of customers.

Methodology

Methodology

The survey sample used in this paper is collected from the following sources.

The first source used is the data collected and aggregated through media channels such as newspapers, TV, Internet, social networking platforms, and from relevant research.

The second source is the data that the author team made through building and designing the questionnaire on google tools (google docs) and analyzing the collected data.

Table 1: Descriptive statistics of the sample

Factors	Variables	Mean	Standard Deviation
Position	VT1	3.99	0.773
	VT2	3.66	0.818
	VT3	3.82	0.778
	VT4	4.35	0.806
Architecture	KT1	3.88	0.975
	KT2	3.87	0.918
	KT3	4	1.019
	KT4	3.96	0.858
Reception arrangement	BDT1	3.9	0.844
	BDT2	4.11	0.893
	BDT3	4.22	0.95
Equipment	TTB1	3.99	0.671
	TTB2	4.11	0.952
	TTB3	4.28	0.882
Service and quality of service	DV1	4.35	0.847
	DV2	4.32	0.835
	DV3	3.84	0.86
	DV4	4.06	0.739
Service goods	HH1	4	0.941
	HH2	3.94	0.881
	HH3	3.99	0.867
Managers and employees	QL1	3.79	0.945
	QL2	3.47	0.954
	QL3	3.71	0.884

Source: Authors' estimations

Measurement of variables Dependent variable

In line with the objectives of the study, our dependent variable is intended to experience tourism according to OCOP standards includes 3 questions collected:

- +) When there are suitable conditions (financial ability, service price, job requirements...) I will experience the OCOP tourism product.
- +) I believe I will experience the OCOP tourism product in the future.
- +) I will recommend to others the OCOP tourism product.

Independent variable

Our independent variable is designed based on the Prime Minister's decision 11048/QĐ-TTg in 2019: on the promulgation of the Set of Criteria for Evaluation and Classification of Products Program One Commune One Product. This is the basis and basis for evaluating the criteria in the decision whether it is suitable for the OCOP tourism product in Vietnam

Result

Table 2: Regression results with dependent variable “Intent to experience tourism according to OCOP standard”

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	-0.03	0.261		-1.121	0.9		
Position	0.218	0.048	0.221	4.513	0	0.867	1.15
Architecture	0.119	0.042	0.159	2.855	0.01	0.675	1.48
Reception arrangement	0.098	0.038	0.13	2.565	0.01	0.816	1.23
Equipment	0.165	0.044	0.199	3.765	0	0.745	1.34
Service and quality of service	0.229	0.047	0.26	4.845	0	0.724	1.38
Service Goods	0.091	0.041	0.128	2.203	0.03	0.619	1.62
Managers and employees	0.1	0.038	0.136	2.626	0.01	0.775	1.29

Source: Authors' estimations

From the regression results of the table, we can see that all 7 components of product quality have Sig coefficients less than 0.05. This Sig coefficient shows that the product quality factors in the model are consistent with the study and have an influence on intention. On the other hand, the Beta coefficients of the 7 factors are all more than 0, showing that they have a positive impact on the intention to experience tourism according to the OCOP standard. Which, the Beta coefficient of the variable “Service and quality of service” is the largest (by 0.229), so this is the factor that has the strongest influence on the intention to experience OCOP tourism.

Based on the results, we can write the regression equation as follows:

$$\text{Intention} = -0,032 + 0,218\text{Position} + 0,119\text{Architecture} + 0,098\text{Reception arrangement} + 0,165\text{Equipment} + 0,229\text{Service and quality of Service} + 0.091\text{Service Goods} + 0,100\text{Managers and employees}$$

From the table and the regression equation, it can be seen that all beta coefficients are greater than 0 showing that the independent variables are positively related to the dependent variable.

According to the results of the ranking table of the importance of the independent variables in the regression model, the variable "Service and quality of service" has the strongest impact on the dependent variable "Intention", while the variable “Service Goods” has the weakest impact.

After testing the statistical hypotheses, we concluded that: All components of product quality have a positive impact on the intention to experience tourism according to OCOP standards of customers. At the same time, components of product quality have different levels of impact on tourists' intention to experience tourism according to OCOP standards.

Conclusion

The paper uses a model to develop hypotheses about the relationship between product quality and tourists' intention to experience tourism according to OCOP standards. In general, many previous studies are showing that product quality influences intention, consumption behavior, and choice of a tourist destination.

Through analyzing and testing variables according to the model, we found that the service factor and service quality have the greatest influence on the individual's intention to experience tourism according to OCOP standards, through which to see the trend of evaluating product quality.

The topic has contributed a small part to help the subjects in the OCOP tourism business group better understand the product quality requirements of tourists, from which some businesses have had many solutions to perfect their products according to OCOP standards. Thereby supporting and creating jobs for people.

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