The Effects of Destination Image, Perceived Value, and Service Quality on Tourist Satisfaction and Word-of-Mouth 一 A Study in Ho Chi Minh City, Vietnam

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Abstract—In recent years, the number of international tourists who revisit Vietnam is relatively low, at 32.98% [1]. Therefore, being considered as an effective way to attract new visitors, tourist's word-of-mouth was the main concern of the current research. This study attempted to examine the effects of destination image, perceived value and perceived service quality, which were believed to have direct relationships with individuals' perception, on tourist destination satisfaction and WOM behaviour, in order to further suggest recommendations for tourism industry. Quantitative approach was mainly applied, using a questionnaire which was directly delivered to 1,673 foreign tourists in Ho Chi Minh City (HCMC), Vietnam. The results showed that destination image, perceived value, and perceived service quality were significantly correlated and had both directly and indirectly effects on WOM through the mediation of destination satisfaction. Suggestions were given to develop a favourable image of HCMC, improve service quality and increase tourists' perception of value received in accordance to perceived price/cost, which in turn, would enhance their satisfaction and motivate WOM activities.

Index Terms—Destination image, perceived value, service quality, tourist Word-of-Mouth, tourist destination satisfaction.

I. INTRODUCTION

Tourism is identified as one of the most important economic sectors, which contributes significantly to the development of a country. Although tourism in Vietnam has grown, all the advantages are not utilized thoroughly and reasonably to promote Vietnam, especially Ho Chi Minh City (HCMC) as a top destination choice. Indeed, HCMC faces an intense problem that not many tourists return after their first visit. Statistics from [1] showed that 32.98% of foreign tourists returned to the country at least once, in comparison to 55% of tourists revisit Thailand. In another research project by [2], which investigated the number of English-speaking re-visitors at five destinations in Vietnam (Sapa, Halong, Hue, Danang, Hoian), only 11.2% of total tourists return to the same destination at least once. Two main reasons contribute to the small number of revisitors. Firstly, domestic tourism industry is not highly-concentrated; all sectors are not linked to serve tourists and negative attributes are still not under control [3]. Secondly, as a subjective reason, people tend to visit another destination or recommend the previous rather than revisit [4], [5]. Therefore, considering revisit intention and/or recommendation as two consequences of tourist loyalty [5], [6] tourist recommendation or word-of-mouth to attract new visitors is more likely a better strategy to push sales in tourism.

In addition, surveys by [7] showed that only 23.9% visitors perceived that price of goods was cheap and 38.9% perceived that quality of service in Vietnam was good. It means Vietnamese goods were perceived as neither cheaper nor better than goods from other markets. Reference [8] claimed that such destination factors as attractions, facilities and services did not have any direct impacts on tourist destination. Instead, these factors influenced satisfaction through the perceive of value and quality. Indeed, destination image, perceived value and service quality are variables that have direct relationships with tourists since the concepts are subjective and they truly reflect tourists' perception. Therefore, it can be inferred that these three are important determinants to evaluate the satisfaction level and word-of-mouth behaviour of tourists in HCMC.

II. LITERATURE REVIEW

A. Tourist Destination Satisfaction

This concept can be explained by the combination of two definitions, which are "a subjective perception, evaluation, or judgment held by customers based on their experience with a service performance rather than a firm's objective standards of quality" [9] and as an individual's cognitive-affective state derived from a consumer experience [10]. In this study, tourist satisfaction is investigated as the result of tourists' image, value and quality perception so it is unique to each individual. Meanwhile, the emotion and cognitive judgment are both directly related to personal experience during the trip at HCMC.

Different methods to measure customer satisfaction have been introduced, discussed and adapted. Generally, they can be classified into two main approaches: disconfirmation theory and performance only [11]. The first one is based on the gap between expectations and perceived performances to determine satisfaction [12]. However, some authors criticize the accuracy of this approach such as personal bias and problems with measuring expectations [13]. The second approach is through the evaluation of destination's attributes, which researchers choose to establish their own model [11], [14], [15]. Reference [16] pointed out that by using the sum of attribute evaluations, researchers can only measure "attribute

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satisfaction" [17], while "overall satisfaction" is another concept explained as "an overall evaluation based on the total purchase and consumption experience with a good or service over time" [18]. In this context, attribute and overall satisfaction are all concerned to explore tourist satisfaction toward both the destination's attributes and the whole trip after travelling.

B. Word-of-Mouth

Word-of-mouth (WOM) can be understood quite differently in two cases: consumer WOM and WOM as a marketing communication method of companies. Reference [19] described WOM communication as an exchange of comments, thoughts and ideas among two or more individuals in which none of them represent a marketing source. Additionally, some authors linked WOM to interpersonal influence [20], which is the power to influence others; they argued that since consumers imitate and talk to each other, WOM can be seen as a way they share information, in which the sources are independent of commercial influence. In this context, WOM is concerned as the consequence of tourist destination satisfaction so these tourists play the communicator role to recommend others about HCMC.

In many studies, WOM is considered as a common form of loyalty behaviour toward attractions [5], [6] and as a consequence of tourist satisfaction [21]-[23]. Indeed, WOM is an essential concept since it is believed to be among the most powerful communication channels, with more potential impact on consumers than traditional advertising [24], [25]. In tourism, positive WOM has an impact on purchase/travel decisions [26] and people tend to follow their family, friends, and colleagues' recommendation [25], [27]. In addition, WOM certainly helps increase the number of tourists and eventually, increase profits at no marketing cost [28] if tourists are all willing to recommend to their friends, relatives, and other potential travelers.

C. Destination Image

Destination image was found to have an impact on many aspects such as tourist destination satisfaction [29], loyalty [30], travel decision-making [31], [32] as well as behavioural intention [33], [34]. One of the most traditional definitions for the concept is "an expression of all objective knowledge, impressions, prejudices, imaginations and emotional thoughts an individual or a group have of a particular location" [35]. Furthermore, from the review of other definitions [36], it can be seen that the key words behind the concept are "perceptions of tourists" toward a destination, which mean destination image is subjective to a certain level.

Two most common components of destination image are cognitive and affective aspects [37], [38]. In general, cognitive evaluations refer to an individual's knowledge, impressions, perceptions, ideas and beliefs about an object, while affective evaluations are related to tourists' feelings toward that object. Cognitive dimensions are more preferred to measure destination image [39] and they vary in different research model to reflect different characteristics of a specific destination that the researcher is testing [31], [40]. Furthermore, some researchers argue the third component of destination: conative aspects, which is the action component

of image such as visit/revisit intention or recommendation [41], [42].

D. Perceived Value

Perceived value is an important antecedent of satisfaction and has direct positive relationship with customer satisfaction in tourism industry [34], [43]. Reference [44] defined it as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". It can be further explained in relation to pricing as the distance between customer perceptions of what is received (utility derived from quality) and what is sacrificed (price and other costs) [45]. So, in general tourist perceived value is measured by the gap between the sum of customers' benefits and the total sacrifices (expenditures/time/effort) for taking the trip.

Besides measuring value only in accordance to price/money, many authors have used different ways to develop a set of dimensions to conceptualize and measure value as a multi-dimensional construct (Table I). In this study, the scale [46] is also known as the PERVAL scale, fully reflect tourists' perception through feeling, judgment, personal gain and value in relation with cost and time.

TABLE I: DIMENSIONS FOR MEASURING PERCEIVED VALUE

Authors	Dimensions/Scales
[47]	Functional, Emotional, Conditional, Social and Epistemic
[48]	Extrinsic versus Intrinsic, Self-Oriented versus Other-Oriented and Active versus Reactive
[46]	Emotional, Social and two types of Functional Value (Price/Value for Money and Performance/Quality).
[49]	Hedonic and Utilitarian values

E. Perceived Service Quality

Perceived service quality is argued to be an antecedent of satisfaction in both service industry [50]-[52] and in the field of tourism [53]. In specific, higher service quality tends to increase customer satisfaction [54], [55]. The most common definition of this concept is from [51], who viewed perceived service quality as the gap between customers' expectations of a service and their perceptions of the actual performance they received. However, reference [56] broadly defined perceived service quality as the consumer's judgment and evaluation regarding the superiority of a service. Therefore, perceived service quality can be defined by two ways based on how it is measured: expectation versus experience and personal evaluation or perception.

SERVQUAL [51] with five dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness, is a well-known instrument developed to measure quality. However, there are some controversial ideas surrounding the use and effectiveness of it [57], [58]. Many researchers have adapted and modified the model to have better result in their context [59], [60]. In addition, reference [57] suggested using consumer perceptions to measure perceived quality, which is consistent with the mentioned intention of this research.

- H1: Destination image, perceived value and perceived service quality directly affect tourist destination satisfaction.

- H2: Destination image, perceived value and perceived service quality and tourist destination satisfaction directly affect word-of-mouth.
- H3: The effect of destination image, perceived value and perceived service quality on word-of-mouth is mediated by tourist destination satisfaction.

III. METHODOLOGY

A. Research Design and Data Collection

This research mainly applied quantitative approach to examine the effects between variables. Target population was all foreign tourists who had stayed at least two days in HCMC and convenience sampling method was applied. The questionnaire was translated into English, Korean, Japanese and Chinese corresponding with four largest groups of international tourists in Vietnam; totally, 1673 responses were collected. For data analysis, First, Exploratory Factor Aanalysis (EFA) and Reliability Test were conducted to identify the interrelationships among a set of research variables and to ensure the reliability and validity of them. Subsequently, Multiple Regression and Path Analysis were employed to explore the causal relationships among variables, and then confirm the research hypotheses.

Items in the questionnaire were based on literature reviews and adapted to the research context. Particularly, TODESA and PERSEQUA were adopted from [11]; WOM was adapted from the concept of loyalty intentions [61]. The questions were in form of Five-scale Likert statements (1 = strongly disagree, 5 = strongly agree), with one open-ended question for better recommendation. Surveys were delivered and collected by two main ways: directly from tourists and indirectly through tour guides.

B. Sample Size

In this study, standard error selected for the collected continuous data was $e = 2.5\%$. Thus, with the number of international tourist visiting HCMC equals $N = 4,600,000$ and 95% confidence level, the sample size will be calculated as:

$$n = \frac{N}{1+ N (e)^2} = \frac{4.600.000}{1+4.600.00 (.025)^2} = 1,599$$

C. Factor Analysis and Reliability

For the group of independent variables (Table II), the eigenvalues of three factors were all greater than 1 and total variance explained was 56.54%. KMO was .908, indicating the suitability of the data for principal component analysis [62] and Barlett's test of sphericity value was significant (p = .000), showing sufficient correlation between variables for further test. Cronbach's Alphas were all high (from .759 to .847), displaying high reliability.

TABLE II: SUMMARY OF INDEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 1,673)
Perceived Value (PERVA)	6	.827
Perceived Service Quality (PERSEQUA)	5	.847
Destination Image (DESIMA)	5	.759

Similarly, the group of two dependent variables (Table III) accounted for 58.35% of the total variance with Cronbach's Alphas of .611 and .814. KMO value was .788 and Barlett's test of sphericity reached significant level of $p = .000$. Therefore, all factors in the research model were meaningful and reliable for further analysis.

TABLE III: SUMMARY OF DEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 1,673)
Tourist Destination Satisfaction (TODESA)	4	.611
Tourist Word-of-Mouth (TOWOM)	3	.814

IV. RESEARCH FINDINGS

A. Demographic Characteristics of Respondents

TABLE IV: DEMOGRAPHICS OF PARTICIPANTS

		Frequency (N)	Valid %
Gender	Male	893	53.4
	Female	780	46.6
	Total	1,673	100.0
Age	Below 18	34	2.0
	18 – 25	419	25.0
	26 – 30	405	24.2
	31 – 40	387	23.1
	41 - 60	310	18.5
	Above 60	118	7.1
	Total	1,673	100.0
Nation	Europe	529	31.6
	USA / Canada	193	11.5
	Latin America	26	1.6
	Asia	777	46.4
	Australia, NZ	136	8.1
	Africa	12	.7
	Total	1,673	100.0
Education	High-School degree	191	11.4
	College degree	233	13.9
	Studying University	250	14.9
	Bachelor degree	646	38.6
	Master degree or higher	353	21.1
	Total	1,673	100.0
Time(s) of visit	1	1,085	64.9
	2	256	15.3
	3	122	7.3
	More than 3	210	12.6
	Total	1,673	100.0
Purpose of visit	Business	251	15.0
	Leisure	1,052	62.9
	Visiting Friends/Family	177	10.6
	Other	193	11.5
	Total	1,673	100.0

From Table IV, the number of male participants was rather higher than female (53.4% compared to 46.6%). The majority almost equally fell into three groups of age: 18-25 (25%), 26-30 (24.2%) and 31-40 (23.1%), following by the group of 41-60 (18.5%), which indicated that tourists from young adults to middle-aged were all target customers of tourism industry. Nearly half of respondents were Asian (46.4%), while European, USA/Canadian and Australian/New Zealand accounted for 31.6%, 11.5% and 8.1% respectively. For education, tourists with bachelor and master degrees or higher made up the largest proportion (59.7% in total), then

university students with 14.9%. Most tourists had come to HCMC for the first time (64.9%) and for travelling purpose (62.9%). However, this number decreased for the second (15.3%) and third time (7.3%) then surprisingly raised to 12.6% for "more than three times". It can be explained by the group of tourists who combined their trip with business purpose (15%) so they travelled back and forth many times.

B. Correlations between Variables

TABLE V: PEARSON CORRELATIONS BETWEEN VARIABLES

	TOWOM	1	2	3	4
1. PERVA	.710	1.000			
2. PERSEQUA	.529	.587	1.000		
3. DESIMA	.468	.570	.518	1.000	
4. TODESA	.446	.455	.467	.360	1.000
Mean	3.942	3.877	3.757	3.938	3.539
SD	.765	.646	.677	.615	.622

Note: All correlations are significant at the .05 level (p=.000)

From Table V, it can be seen that all variables were positively correlated with each other. Among them, the highest effect was between PERVA and TOWOM (r=.710, p<.05), implying the more value tourists perceived from the trip, the more likelihood they would tell others about HCMC. Other variables including PERSEQUA, DESIMA and TODESA also had positive relationship with TOWOM (r=.529; r=.468 and r=.446 respectively). In addition, three independent factors showed moderate correlations with the mediator TODESA (ranging from r=.360 to r=.467), indicating the predictive power of these factors on tourist satisfaction.

C. Testing Hypotheses

To test three groups of hypotheses, two multiple regression were first carried out between three independent factors and TODESA (H1), TOWOM (H2); then path analysis and bootstrapping method were used to prove indirect and total effect on TOWOM (H3).

1) Factors directly affecting tourist destination satisfaction

TABLE VI: EFFECT COEFFICIENTS BETWEEN IVS AND TODESA

Variables	Unstandardized Coefficients (B)	t	Sig.
	1.353	14.358	.000
PERVA	.237	8.809	.000
PERSEQUA	.262	10.609	.000
DESIMA	.072	2.704	.007

Note: Dependent Variable: TODESA: Tourist Destination Satisfaction
- Predictors: Perceived Value, Perceived Service Quality, Destination Image
- ANOVA: F(3, 1669) = 206.663, Sig. = .000, p < .05
- Model summary: R^2 = .271

Table VI showed that all three explanatory factors PERVA, PERSEQUA and DESIMA had significant positive effect on TODESA with coefficients of B = .237 (p<.05), B = .262 (p<.05) and B = .072 (p<.05) respectively. It can be concluded that when tourists' perceptions of value, quality

and the city image during the trip were positive, they would be more satisfied with HCMC.

2) Factors directly affecting tourist word-of-mouth

TABLE VII: EFFECT COEFFICIENTS BETWEEN IVS, TODESA AND TOWOM

Variables	Unstandardized Coefficients (B)	t	Sig.
	.129	1.313	.189
PERVA	.661	24.450	.000
PERSEQUA	.139	5.566	.000
DESIMA	.052	1.989	.047
TODESA	.147	6.106	.000

Note: Dependent Variable: TOWOM: Tourist Word-of-Mouth
- Predictors: Perceived Value, Perceived Service Quality, Destination Image, Tourist Destination Satisfaction
- ANOVA: F(4, 1668) = 479.757, Sig. = .000, p < .05
- Model summary: R^2 = .535

From Table VII, all coefficients were significant at 95% confidence level. Among three independent variables, PERVA had the largest direct effect on TOWOM (B=.661, p<.05), which meant if tourists had enjoyed the trip and seen it worth their time and expenses, they would likely say good things about the destination. PERSEQUA ranked second (B=.139, p<.05), followed by DESIMA (B=.052, p<.05), indicating the satisfaction with quality and HCMC image would lead to the spread of WOM. In addition, the effect of TODESA with B=.147 (p<.05) implied that the higher level of tourist satisfaction toward HCMC would result in the higher possibility of recommendation to others.

3) Indirect and total causal effects on tourist word-of-mouth

From two stages of multiple regression above, three independent variables were found to significantly affect both TODESA and TOWOM; TODESA was proven to directly affect TOWOM as well (B=.147). The findings were summarized in Fig. 1. Therefore, through intervening variable of TODESA, three explanatory factors PERVA, PERSEQUA and DESIMA could be said to indirectly affect TOWOM at (.035), (.039), (.011) respectively.
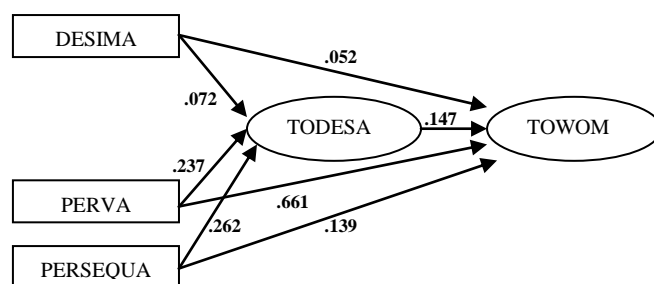
Note: All coefficients in the model are significant at 95% confidence level.
Fig. 1. Path coefficients of hypothesis testing.

Bootstrapping method was applied to confirm the significance of these indirect effects. The principle is by considering whether a zero (0) falls between the lower (LLCI) and upper (ULCI) boundary of the confidence intervals. If there is a zero, the indirect effect is not significant or no effect exists; on the contrary, indirect effect can be claimed [63]. According to Table VIII, the indirect effects of all PERVA, PERSEQUA and DESIMA were confirmed at 95%

confidence interval. Among them, PERVA had the strongest effect on TOWOM with *B*=.696, which was a substantial effect [64]. Total effect of the model was 1.084 and the indirect effect was .085, which accounted for 7.84%.

TABLE VIII: DIRECT, INDIRECT AND TOTAL CAUSAL EFFECTS ON TOWOM

Variables	Causal Effects			LLCI	ULCI
	Direct	Indirect	Total		
PERVA	.661	.035	.696	.0240	.0466
PERSEQUA	.139	.039	.178	.0270	.0509
DESIMA	.052	.011	.063	.0038	.0180
TODESA	.147	---	.147		
Total	.999	.085	1.084		

V. DISCUSSION, LIMITATION AND RECOMMENDATION

A. Discussions of the Findings

This research aimed to determine the effects of PERVA, PERSEQUA and DESIMA on TODESA and TOWOM in order to give recommendations on how to enhance WOM behaviour. Therefore, three independent variables were examined as distinctive antecedents of satisfaction and TOWOM rather than the chain effect of "Destination Image – Quality – Value – Satisfaction - WOM" [34], [65]. The results showed both similarities and differences in comparison to previous studies.

All three explanatory factors and TODESA were proven to have direct effects on TOWOM, which were consistent with other research [66], [67]. As tourists' travel-decision is motivated by the attraction of destination and personal desires, destination image and tourists' perception enhancement were believed to contribute to WOM activities [6].

Furthermore, indirect effect of these on TOWOM with the intervening variable TODESA also confirmed previous findings [66], [68]. In specific, reference [69] concluded that perceived value and service quality were two important dimensions to achieve a full understanding of satisfaction. Studies by [66] and [70] also supported that perceived value and service quality positively influenced tourist satisfaction. For DESIMA, it proved that both cognitive and affective destination image had positive relationship with overall tourist satisfaction [71]. These results highlighted the meaningful mediation of tourist destination satisfaction in linking tourists' perceptions and after-purchasing actions.

Among variables, PERVA carried the highest coefficients in both multiple regression stages, which implied its significant role in predicting satisfaction and WOM activities [34]. Given positive feeling towards HCMC and good experience earned from the trip, tourists would likely encourage friends to visit. In fact, this supported the common sense that when people scarified time and money in exchange for something and felt it totally deserved, they would be more excited to share their experience with others. A research by [72] proved both direct and indirect effects of PERVA on behavioral intentions, including word-of-mouth, through satisfaction.

For PERSEQUA, the proven direct and indirect effects on loyalty intentions such as WOM were similar to other studies, even though some used SERVQUAL model in measuring quality [73]. However, reference [34] only supported the indirect effect of trip quality on satisfaction mediated by perceived value, and suggested its uncertain indirect effect on future behaviours. Indeed, their research measured many aspects of quality such as price, transport, infrastructure, weather, safety while this one just focused on the perception of service quality in general as well as the reliability and profession. Therefore, it maybe the quality of service that was well perceived by tourists directly motivated their WOM behaviour.

Finally, DESIMA was found to positively affect TOWOM in this model [10], [74]; however, its effect was the lowest while it was reported in other research as playing a fundamental role in shaping tourist WOM [34], [75]. With the current situation, an increase in DESIMA only slightly push tourists to spread their WOM activities. It might be explained that the image of HCMC were not impressive enough to have a huge influence on tourists' willingness to introduce the destination to others.

B. Limitations and Implications for Future Research

Firstly, all items of DESIMA in the questionnaire were adapted and modified from the literature review, which might lead to the undesired effects on both TODESA and TOWOM. Furthermore, the p-value of DESIMA coefficient on TOWOM nearly reached insignificant level (*p*=.047). Future research can pay attention to investigate more destination attributes of HCMC by using both structured (quantitative) and unstructured (qualitative) to measure DESIMA [76].

Secondly, as mentioned in the literature review, both attribute and overall satisfaction were measured to best investigate tourist satisfaction; however, the result from EFA showed that only four items of satisfaction towards destination attributes were reliable. Therefore, the measurement scale must be improved to achieve the initial purpose. It is proposed that the model and questionnaire can be revised to test two stages of satisfaction [77], which proved the significant effect of attribute-specific satisfaction on overall satisfaction.

Thirdly, the research was limited in three independent variables, which were considered as having strong relationships with tourists' subjective perception. The model can further be extended by adding destination attributes as independent variables and PERVA, PERSEQUA will act as the first-level mediators [11]. This new combined model covers a large frame to better understand WOM behaviour and be able to give specific suggestions on improving the aspects that motivate tourists' willingness to recommend.

Fourthly, as a personal experience from data collecting process, tour-guided and self-guided tourists had quite different perceptions since the way they approached HCMC were not the same. It is suggested that "tourist type" be added to the demographic profile analysis to give appropriate recommendations to the target segmentation. In addition, it can be an inspiration for researchers to conduct further studies on these two types of tourists separately to capture the characteristics of each.

C. Recommendations for Tourism Industry

Based on the findings of this research and 128 comments

from tourists, it is recommended that the authorities focus on building appropriate images for HCMC as well as enhance tourists' perceptions towards received value and service quality to increase destination satisfaction and WOM behavior. A destination with favorable images would increase its competitiveness and impress visitors. In fact, HCMC has great potential but these advantages are not utilized and promoted reasonably. Tourism attractions need to be upgraded and introduced along with their history. Particularly, places which are considered as the symbol of HCMC such as Ben Thanh Market must be well advertised and developed because choosing a good image to represent the city would make people easily recall the destination and attract more new visitors. Government budgets must be spent efficiently on building and promoting HCMC image as an active, modern and attractive city with a wide range of food, accommodation and entertainment choices.

Local cuisine is also an advantage as Vietnamese food is distinctive and diversified, especially street food. Some tourists regretted not having an opportunity to try all foods since they are not widely introduced. The government should have plans to gather these small food stalls or establish a "food town" where price, quality and hygiene are guaranteed to offer traditional dishes

For PERSEQUA, tourists' perception towards service quality and reliability need to be well shaped. The employees of the services should be professional in their serving, as well as keep a courteous, respectful and helpful attitude in front of customers. Hotel services, which were complained as boring and unprofessional (7% tourists' comments) should concern more about concepts towards tourists. In facts, one of the most popular reasons for travel is gaining new experience. For example, Vietnamese food are introduced as discount price for tourists to try; vouchers or free tickets to visit famous places and enjoy unique services (e.g. water puppet shows) are offered. For medium to large sized hotels, traditional shows (e.g. singing, dancing) and games can be organized at the lobby every weekends for tourists to participate since they tend to be interested in what belongs to a country's uniqueness.

PERVA, which holds the highest value in this research finding, should be paid intense attention to push WOM activities. As PERVA was measured in the questionnaire by three groups of ideas, three approaches to increase PERVA are presented. Firstly, tourists would recommend HCMC if they perceived the beauty here and the positive feelings it brought. This factor can be improved through building a more favorable destination image and reducing negative attributes such as tricksters, thieves, beggars and street vendors as well as raising the level of safety and security in HCMC. Secondly, experience earned from the trip is an important indicator of value. This aspect can be enhanced by many ways, from a low level of tour design to an upper level of tourism management. For the tourism industry, more programs, festivals, shows and events to introduce Vietnamese history and culture need to be invested. Besides, even citizen, especially sellers, should understand Vietnamese tradition and culture so that they can provide tourists information when being asked.

Thirdly, tourist would be more satisfied if they felt that the trip was worth their expenses. Price discrimination was a serious matter because among tourists who mentioned about high price (7.8% tourists' comments); some even criticized this act as breaking the law in their countries. Therefore, it is imperative that the government and authorities take action to control price and protect buyers, especially tourists. It is proposed that businesses/sellers be compelled to publicize the price for all products and services that they provide and this price should be regularly checked by local supervisors to ensure it is reasonable. Furthermore, there should be a limited percentage which is allowed for businesses to raise price in special occasions and different price charged for foreigners must be strictly forbidden.

Last but not least, the low rate of local people who can communicate in English and other languages is also a weakness since 11.7% comments from tourists showed dissatisfaction with this. Language becomes a barrier for foreign tourists to approach Vietnam both in daily transaction and exploring Vietnamese lifestyle. Apart from assigning receptionists who are able to serve and give foreign tourists instructions at main halls of hotels, restaurants and sightseeing attractions, universalizing English at daily communication level for all employees is also encouraged. Indeed, it is a practical training part that not only upgrades tourism services to meet international standards, but also helps gain tourist satisfaction.

VI. Conclusion

In conclusion, this research could achieve all the initial goals. In order to study the factors which motivate tourists to recommend HCMC to their friends and relatives, three independent variables namely destination image, perceived value and perceived service quality were taken into account, with the mediation of tourist destination satisfaction. The researcher was able to understand foreign tourists' perception toward HCMC, which in turn affects their satisfaction and word-of-mouth behavior.

From the sample of 1,673 responses, the significant correlations between and among variables in the model were claimed. Furthermore, all hypotheses were supported; in order words, both the direct and indirect effects of destination image, perceived value and perceived service quality on tourist word-of-mouth mediated by tourist satisfaction were claimed. Among them, perceived value was shown to have the highest total effect on tourist word-of-mouth ($B = .696$, $p<.05$), followed by perceived service quality ($B=.178$, $p<.05$) and destination image ($B=.063$, $p<.05$). The similarities and differences in comparison to other studies were also discussed to see how this research would contribute the literature of tourism field.

Based on these findings, solutions could be proposed to improve the current problems of tourism industry, which in particular enhance tourist destination satisfaction and word-of-mouth behaviors through three factors: destination image, perceived value and perceived service quality.

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