

# TOURIST'S SATISFACTION, IMAGE OR EMOTIONS?

**Manuel Rey-Moreno**

University of Sevilla, Spain

**Cayetano Medina-Molina**

Andalusian Center for Entrepreneurial Studies, Spain

**Ramón Rufin-Moreno**

Nacional University of Distance Learning, Spain

**ABSTRACT:** The competition that tourist destinations are now facing is constantly increasing the need to gain an understanding of the process according to which these destinations generate consumer satisfaction. But given that consumer behavior is more influenced by disconfirmation of expectations than by satisfaction only the study of emotions must also be included in the traditional research that analyzes the relationship between destination image, quality and satisfaction. The study will analyze the influence of destination image on tourist loyalty for the city of Seville, introducing the cognitive theory of emotions into models that studied the relationship between image, satisfaction and loyalty in order to analyze the effect of expectation disconfirmation on visitors' intended future behavior. Consequently, the study will analyze the applicability of the cognitive-affective-behavioral sequence as it applies to tourist destination loyalty, including the potential moderating effect that certain tourist traits such as gender, previous visits to the destination, or origin may have. The study pursues two primary objectives: first, to study how the model presented works as a whole; and second, to determine whether these relationships show differences according to the moderating variables being analyzed. **Keywords:** destination image, tourism, emotions, satisfaction.

**RESUMEN:** El elevado nivel de competencia entre destinos turísticos hace más presada la necesidad de conocerse el proceso a través del cual los destinos garanten la satisfacción de los consumidores. Pero, una vez que el comportamiento del consumidor es más influenciado por la refutación de expectativas que únicamente por la satisfacción, el estudio de las emociones debe de ser incluso en la investigación tradicional que analiza la relación entre imagen de destino, calidad y satisfacción. El presente estudio analizará, para el caso de la ciudad de Sevilla, la influencia de la imagen de destino en la lealtad turística, introduciendo la teoría cognitiva de las emociones en los modelos que estudian la relación entre imagen, satisfacción y lealtad, con la intención de analizar el efecto de refutación de expectativas de los visitantes sobre las intenciones comportamentales futuras. Consecuentemente, el estudio analizará la aplicabilidad de la secuencia cognitivo/afectivo/comportamental en el contexto de la lealtad delante de destinos turísticos, incluyendo el potencial efecto moderador de ciertos rasgos de los turistas, como el género, las visitas anteriores al destino y el país de origen. El estudio persigue dos objetivos primarios: de primero, estudiar el rendimiento del modelo presentado como un todo; de seg-

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**Manuel Rey-Moreno** has PhD degree in Economy and Business Administration and he is Full Professor at the Hispalense University. Author's contact: [mrmoreno@us.es](mailto:mrmoreno@us.es).

**Cayetano Medina-Molina** has PhD degree in Business Administration and he is Professor of Marketing in the Andalusian Center for Entrepreneurial Studies, Spain (CEADE). Author's contact: [cmolina@ceade.es](mailto:cmolina@ceade.es).

**Ramón Rufin-Moreno** has Ph.D. degree in Business Administration. He is Full Professor at UNED (Spanish University of Distance Teaching), and also in charge of the Marketing Department. Author's contact: [rrufin@cee.uned.es](mailto:rrufin@cee.uned.es)

undo, determinar si esas relaciones presentan diferencias en función de las variables moderadoras a ser analizadas. **Palabras clave:** imagen de destino, turismo, emociones, satisfacción.

**RESUMO:** O elevado nível de concorrência entre destinos turísticos torna mais premente a necessidade de se conhecer o processo através do qual os destinos garantem a satisfação dos consumidores. Mas, uma vez que o comportamento do consumidor é mais influenciado pela desconfirmação de expectativas do que unicamente pela satisfação, o estudo das emoções deve ser incluído na investigação tradicional que analisa a relação entre imagem de destino, qualidade e satisfação. O presente estudo analisará, para o caso da cidade de Sevilha, a influência da imagem de destino na lealdade turística, introduzindo a teoria cognitiva das emoções nos modelos que estudam a relação entre imagem, satisfação e lealdade, com o intuito de analisar o efeito da desconfirmação de expectativas dos visitantes sobre as suas intenções comportamentais futuras. Consequentemente, o estudo analisará a aplicabilidade da sequência cognitivo/afetivo/comportamental no contexto da lealdade face a destinos turísticos, incluindo o potencial efeito moderador de certos traços dos turistas, como o género, as visitas anteriores ao destino e o país de origem. O estudo persegue dois objetivos primários: primeiro, estudar o desempenho do modelo apresentado como um todo; segundo, determinar se essas relações apresentam diferenças em função das variáveis moderadoras a ser analisadas. **Palavras chave:** imagem de destino, turismo, emoções, satisfação.

## INTRODUCTION

The competition that tourist destinations are now facing is constantly increasing the need to gain an understanding of the process according to which these destinations generate consumer satisfaction. But given that consumer behavior is more influenced by disconfirmation of expectations than by satisfaction only (Bagozzi, Gopinath, and Nyer, 1999; Bigné, Andreu and Gnoth, 2005; Wirtz and Bateson, 1999) the study of emotions must also be included in the traditional research that analyzes the relationship between destination image, quality, and satisfaction.

This study analyzes the influence of destination image on tourist loyalty for the city of Seville, introducing the cognitive theory of emotions (Lazarus, 1991) into the models that studied the relationship between image, satisfaction and loyalty (Andreassen and Lindestad, 1998; Barroso, Martín, and Martín, 2007; Bigné, Sánchez, and Sánchez, 2001) in order to analyze the effect of expectation disconfirmation on visitors' intended future behavior. Consequently, this study analyzes the applicability of the cognitive-affective-behavioral sequence as it applies to tourist destination loyalty, including the potential moderating effect that certain tourist traits such as gender, previous visits to the destination, or origin may have.

The present study pursues two primary objectives: first, to analyze how the model presented earlier works as a whole; and second, to determine whether these relationships show differences according to the moderating variables being analyzed.

We will now provide an overview of the literature that supports the model's development, followed by a presentation of the methodology, and will then offer the results of the analysis, which in turn will lead us to develop our conclusions.

## REVIEW OF THE LITERATURE AND CONCEPTUAL MODEL

*Destination Image, Expectations, and Satisfaction*

A tourist destination can be conceived as a complex product that includes the area's climate, infrastructures, and superstructures, services, and cultural and natural attributes, among other elements, yet is considered as a single product despite its complexity (Kim, 1998). A destination's image is made up of the combination of several products (attractions) and attributes creating an overall image (Mackay and Fesenmaier, 1997; Murphy, Pritchard, and Smith, 2000), which we could refer to as the mental or visual impression of a place or product as it is experienced by the general public (Milman and Pizam, 1995).

Research on the development process of a tourist destination image has been profuse, leading to Echtner and Ritchie's approach (1991, 1993) in which they describe image development based on three bipolar dimensions: the first opposes holistic to attribute-based components; the second makes a distinction between functional and psychological elements; the third differentiates the common features from those characteristics, events, or feelings that are unique or distinct (Bigné and Sánchez, 2001). Moutinho (1987) suggests a tourist destination's image is the subjective interpretation of reality generated by the tourist, influenced by cognitive and affective factors, setting the groundwork for subsequent studies (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Beerli and Martín, 2004a, 2004b; Bigné *et al.*, 2001; MacKay and Fesenmaier, 1997; San Martín and Rodríguez, 2008) which tend to consider this image as a concept developed from the customer's rational and emotional interpretation stemming from two closely interrelated components: 1) the perceptual or cognitive evaluation of beliefs and knowledge regarding the object; and 2) the affective approach related to the individual's feelings towards that object. A destination's image will shape the expectations that people have before they travel (Bigné *et al.*, 2001); this is apparent after examining the role of a destination's image in generating expectations (Rodríguez, San Martín, and Collado, 2006; Rodríguez and San Martín, 2008), suggesting that:

*H<sub>1</sub>: The more positive the preconceived image of a destination is, the higher the expectations of that destination will be.*

It is increasingly accepted in the marketing literature that expectations have an indirect effect on satisfaction through disconfirmation, in which prior beliefs are considered as a comparison standard in the disconfirmation judgment (Szymanski and Henard, 2001). Disconfirmation means that the results of a service experience are lower (or higher) than what the consumer wished for when the purchase decision was made (Oliver, 1980), and thus the higher the expectations, the lower the chances are that the disconfirmation generated during the purchase process will be positive (Spreng, MacKenzie, and Olshavsky, 1996).

However, some recent works (Rodríguez and San Martín, 2008) establish that the relationship between expectations and disconfirmation is significant, but positive. According to these authors, this positive influence is due to the retrospective measurement of expectations (measurement after having visited the destination, in this case), as had already been posited by Oliver and Burke (1999). Hence, the experience could determine beliefs (not only disconfirmation), generating a positive correlation between the two cognitive judgments. Accordingly, we establish the following hypothesis:

*H<sub>2</sub>: The higher the expectations of a destination, the higher the positive disconfirmation of those expectations will be.*

Several works have examined the impact of destination image on tourist satisfaction (Barroso *et al.*, 2007; Bigné *et al.*, 2001; Chi and Qu, 2008), and the reason for considering the degree of satisfaction with the tourist destination's products and services is due to its being based on the assumption that it has an influence on the intention to revisit (Hui, Wan, and Ho, 2007; Kozak, 2001). An analysis of the effect of satisfaction on the intention to revisit a destination must consider 1) that satisfaction acts as an antecedent to the short-term intention to revisit, but not in the mid- or long-term, where novelty is the variable with greatest impact (Jang and Feng, 2007); and 2) that satisfaction can show a non-linear relationship with loyalty (Fullerton and Taylor, 2002) and with repeat purchase (Mittal and Kamakura, 2001). Meanwhile, the tourism marketing literature has established the positive influence of satisfaction experienced while visiting the destination on tourist loyalty (Barroso *et al.*, 2007; Bigné *et al.*, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Cronin, Brady, and Hult, 2000; Murphy *et al.*, 2000; Oh, 1999).

Based on this information, the following hypotheses are posited:

*H<sub>3</sub>: The better a destination's image, the greater the tourist's satisfaction will be.*

*H<sub>4</sub>: The greater the tourist's satisfaction is, the greater his or her loyalty will be.*

### *Emotions and Satisfaction*

Attention has been drawn to the need for including affective and cognitive components in research on satisfaction (Dubé, Cervellon, and Jingyuan, 2003; Iglesias, 2004; Wirtz, Mattila, and Tan, 2000b; Wirtz, Doreen, and Khai, 2000a), and is considered particularly relevant for services due to their experiential nature (Wirtz *et al.*, 2000a). Emotions are affective variables that are endowed with great intensity and are related to the stimuli that elicit them (Bagozzi *et al.*, 1999; Bigné, Andreu, Chumpitaz, and Swaen, 2006). Kleinginna and Kleinginna (1981) define emotion as a complex combination of interactions between subjective and objective factors that are influenced by neural and hormonal systems which can generate: 1) affective experiences; 2) cognitive proc-

esses; 3) activation of physiological adjustments; and 4) behaviors. An analysis of consumers' emotions enables us to gain an understanding of their affective state and to come up with a diagnosis of their emotions and, indirectly, of their satisfaction (Dubé and Menon, 2000).

Despite the general consensus about the importance of the relationship between emotional variables, satisfaction, and behavior, there are no conclusive findings, because the relationship between emotions and behavior remains unsolved (Bigné *et al.*, 2005; Chebat and Michón, 2003). Meanwhile, it has been determined that the influence of cognitive variables on satisfaction-generating processes becomes greater than that of affective variables as the relationship is drawn out over a longer period of time (Homburg, Koschate, and Hoyer, 2006; Smith and Bolton, 2002).

Research on the relationship between disconfirmation, emotions, and satisfaction has been ample in the marketing literature, and despite some authors suggesting that the effect of disconfirmation on satisfaction is unrelated to that of emotions (Martínez and Martínez, 2007), others consider emotions to act as mediators. Among the latter (Menon and Dube, 2000), the cognitive theory of emotions (Lazarus, 1991), suggests the positive effect of the degree of disconfirmation and the intensity of emotion on consumer satisfaction (Bigné and Andreu, 2005a and 2005b; Bigné *et al.*, 2005; Wirtz and Bateson, 1999).

The marketing literature has shown a broad consensus as to the two-dimensional character of emotions ever since Russell (1980) proposed pleasure-displeasure and arousal-quiet as the two basic dimensions for emotions, having adapted and applied these to the tourist sector (Bigné and Andreu, 2005a). Whereas pleasure refers to the degree to which a person feels good, joyful, or happy in a given situation, arousal refers to the degree to which a person feels stimulated and active (Bigné *et al.*, 2005). This model has been used to stress the influence of the environment or stimuli on generating consumer emotions (Bigné and Andreu, 2005b). Despite the existing controversy as to the impact of arousal on pleasure (Martínez and Martínez, 2007; Wirtz and Bateson, 1999), several papers have determined the existence of this relationship (Bigné and Andreu, 2005b; Bigné *et al.*, 2005; Chebat and Michon, 2003). Based on these assumptions, the following hypotheses are posited:

*H<sub>5a</sub>: The greater the positive disconfirmation of the tourist's expectations is, the greater his or her pleasure will be.*

*H<sub>5b</sub>: The greater the positive disconfirmation of the tourist's expectations is, the greater his or her arousal will be.*

*H<sub>5c</sub>: The greater the positive disconfirmation of the tourist's expectations is, the greater his or her loyalty will be.*

*H<sub>6</sub>: The greater the tourist's arousal is, the greater his or her pleasure will be.*

In addition, given that previous research contrasted the impact of emotions on satisfaction (Bigné and Andreu, 2005b; Bigné et al., 2006; Bigné et al., 2005; Chebat and Michón, 2003), the following is posited:

*H<sub>7</sub>: Pleasure has a positive influence on tourists' satisfaction.*

*H<sub>8</sub>: Arousal has a positive influence on tourists' satisfaction.*

#### *Tourist Characteristics*

Tourists' decision-making, as well as the success of relationship marketing (Gwinner, Gremler, and Bitner, 2001) can be influenced by certain tourists' characteristics such as psychological or demographic factors (Sirakaya and Woodside, 2005; Woodside and Dubelaar, 2002). Hence, Mittal and Kamakura (2001) establish that consumers with different personal characteristics show differences in their future behavior, although they also show similar levels of satisfaction, gender being the possible cause of these differing results.

It has also been observed that gender-based differences may affect the impact of emotions on service outcome (Ling, Huang, and Chiang, 2008). Likewise, many studies have suggested the possible existence of a different perception of a destination's attributes if the consumer has visited that destination previously (Awaritefe, 2004; Deslandes, 2006).

Based on this information, we establish the following hypothesis:

*H<sub>9</sub>: The relationships posited in our model differ according to the tourist's gender, prior visits to the city, or origin.*

#### *Model and Scales of Measurement*

The present model (Figure 1) analyzes the influence of destination image on tourist loyalty, working the cognitive theory of emotions (Lazarus, 1991) into the models that have studied the relationship between image, satisfaction and loyalty (Andreassen and Lindestad, 1998; Barroso et al., 2007; Bigné et al., 2001) in order to analyze the effect of expectation disconfirmation on visitors' intended future behavior. Consequently, the present study analyzes the applicability of the cognitive-affective-behavioral sequence to the realm of tourist destination loyalty.

Destination image is only measured through one item, as has been the case previously in the literature (Bigné et al., 2001; Beerli and Martín, 2004b), whereas the scales for the satisfaction, emotions and loyalty constructs are drawn from the work of Bigné et al. (2005). Expectations were measured following the recommendations of Oliver and Burke (1999) regarding the essential dimensions of the destination, taking into account those proposed by Murphy et al. (2000) in our case. Lastly, the disconfirmation scale we applied was the one used by Oliver and Burke (1999). The items used to measure the different constructs are shown in Table 1.

## ANALYSIS

The field work was carried out in the city of Seville over the last quarter of 2008. Information was collected through a questionnaire, and a total of 424 valid questionnaires were obtained.

The scales proposed initially were the result of adapting the scales that had been validated in previous works and accepted by the marketing literature, and therefore we assume the validity of their content. The behavior of the constructs included in the model was analyzed by developing the Structural Equations Model (SEM) with PLS 3.0 Build 1130. This model was proposed to establish the relationships between the constructs as well as the predictive power of the structural model.

We have applied the Partial Least Squares (PLS) method, conceived as an analytical alternative for, among others, those situations in which the theory is still in the consolidation stage. In addition, PLS analysis resolves some of the limitations of structural equation model analysis methods based on covariance—LISREL or EQS methods, for instance—such as the assumption of multivariate normality and of a large sample size (Falk and Miller, 1992).

The statistical analysis began with the analysis of the internal consistency of the scales that were used. The variables that were used to measure the different constructs (overall image, expectations, disconfirmation, arousal, pleasure, satisfaction, and tourist loyalty) showed an optimal internal consistency, the loadings being higher than 0.707 for all items.

Therefore, we chose to maintain the initial indicators that we considered (Table 1).

**Table 1. Scales Used**

	Loading	T-stad.
<b>Overall Image</b>		
How would you describe Seville's image?	1.000	0.000
<b>Satisfaction</b>		
This is one of the best cities I have ever visited.	0.835	36.122
I am delighted by my visit to Seville.	0.923	50.809
It was a good decision to come to Seville.	0.927	54.031
I have enjoyed myself in Seville.	0.905	51.470
I don't mind having been to Seville.	0.881	43.833
<b>Loyalty</b>		
I will say positive things to other people about Seville.	0.921	45.786
I will recommend this city to other people.	0.913	45.393

(Continued)

*(cont.)*

I will encourage others to visit Seville.	0.901	41.715
I would like to return to Seville in the future.	0.819	30.425
<b>Expectations</b>		
I was expecting the local scenery to be attractive.	0.782	17.509
I was expecting the quality of life to be high.	0.842	22.745
I expected its culture and heritage to be interesting.	0.851	25.366
I was expecting it to have a good infrastructure (roads, paths, etc.)	0.842	19.063
I was expecting to find plenty of attractions and activities in Seville.	0.863	23.483
I was expecting my visit to Seville to be a very positive experience.	0.836	20.794
<b>Disconfirmation</b>		
The local scenery is much worse/better than I had expected.	0.758	23.639
The quality of life is much worse/better than I had expected.	0.837	26.986
The cultural heritage is much worse/better than I had expected.	0.829	28.249
The quality of the infrastructure is much worse/better than I had expected.	0.843	29.380
The attractions are much worse/better than I had expected.	0.838	30.052
The overall quality of the destination is much worse/better than I had expected.	0.835	29.449
<b>Pleasure</b>		
More angry or pleased than I expected.	0.888	50.012
More unhappy or happy than I expected.	0.893	50.291
More dissatisfied or satisfied than I expected.	0.900	51.309
More unimpressed or impressed than I expected.	0.874	52.510
More disappointed or delighted than I expected.	0.903	57.390
More boring or entertaining than I expected.	0.857	42.976
<b>Arousal</b>		
More depressing or cheerful than I expected.	0.894	33.835
More quiet or busy than I expected.	0.889	29.193
Had more or less things going on than I expected.	0.900	39.112
More dull or surprising than I expected.	0.910	40.087

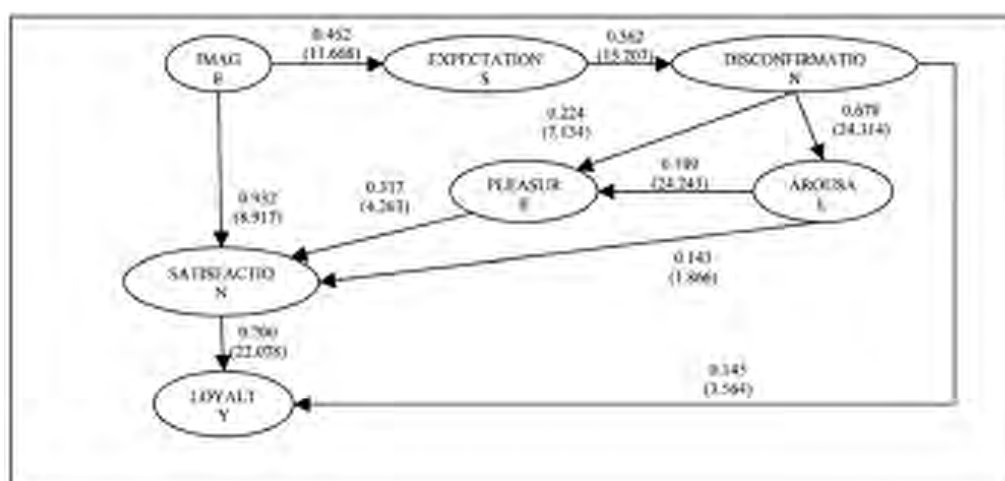
Convergent validity was established by analyzing the Average Variance Extracted (AVE), having stated (Fornell and Larcker, 1981) that the AVE values must be higher than 0.5. In the case of our study, the average variances extracted were above that value, and therefore the convergent validity of the related constructs in the structural model could be accepted. To establish the discriminant validity, the AVE value must be higher than the variance shared by the construct and the other represented constructs. To simplify the comparison, each element along the main diagonal (square root of AVE) must be higher

than the remaining elements in its row and the corresponding column—correlations between constructs—(Barclay, Higgins, and Thompson, 1995). In the proposed model, the constructs (except for the relationship between pleasure and arousal) fulfill the imposed condition, thus enabling us to accept the discriminant validity (Table 2).

**Table 2. Discriminant Validity Analysis**

	Satisf	Image	Expect	Disconf	Pleas	Arous	Loyalty
Satisf	0.895						
Image	0.639	1					
Expect	0.567	0.462	0.836				
Disconf	0.650	0.437	0.562	0.824			
Pleasure	0.653	0.527	0.552	0.732	0.886		
Arousal	0.647	0.557	0.534	0.678	0.901	0.898	
Loyalty	0.795	0.642	0.607	0.600	0.636	0.609	0.889

Levels of Significance:  $p < 0,05$   $t(0,05; 499) = 1.62$



**Figure 1. Proposed Model**

Figure 1 shows the resulting model. The behavior of the constructs included in the model was analyzed by developing the Structural Equations Model (SEM). It is important to note that the desirable values for each path or relationship ought to be above 0.3, where the lower limit is considered to be 0.2. This condition must be met together with the significance level. According to these requirements, hypotheses H1 to H8 are accepted, as was to be expected given that these relationships had been established previously by the literature, although they had never yet been analyzed as a whole.

Once this had been established, we proceeded to perform three multigroup analyses to determine the existence of significant differ-

ences in the models' behavior according to the value of the t statistic for the models that analyze the moderating role of the tourists' gender, previous visits, or origin (Tables 3 – 5).

**Table 3. Multigroup Analysis for Gender**

	Men n=206 GoF=0.590			Women n=218 GoF=0.585			S.P.	t
	Path	S.E.	Sign.	Path	S.E.	Sign		
Image-Exp	0.491	0.050	6.967*	0.435	0.056	7.074*	0.778	0.740
Image-Satis	0.421	0.059	9.422*	0.360	0.063	5.470*	0.893	0.702
Expect-Disc	0.555	0.051	10.239*	0.571	0.047	11.258*	0.718	-0.229
Disc-Pleas	0.170	0.050	3.741*	0.260	0.043	6.335*	0.679	-1.362
Disc-Arous	0.706	0.037	17.401*	0.657	0.039	16.503*	0.561	0.897
Disc-Loyal	0.149	0.058	2.546*	0.144	0.051	2.684*	0.797	0.064
Arous-Pleas	0.791	0.047	18.583*	0.723	0.043	17.416*	0.652	1.071
Arous-Satis	0.340	0.109	3.125*	0.314	0.097	3.115*	1.497	0.178
Arous-Satis	0.084	0.109	0.762	0.185	0.102	1.814*	1.538	-0.675
Satis-Loyal	0.699	0.046	15.337*	0.701	0.041	16.927*	0.631	-0.032

\*p < 0.05

**Table 4. Multigroup Analysis for Previous Visit**

	No Visit n=207 GoF=0.576			Prior Visit n=217 GoF=0.597			S.P.	t
	Path	S.E.	Sign.	Path	S.E.	Sign		
Image-Exp	0.459	0.058	8.067*	0.466	0.056	8.419*	0.835	-0.086
Image-Satis	0.365	0.064	6.121*	0.419	0.063	6.659*	0.927	-0.599
Expect-Disc	0.497	0.058	8.109*	0.623	0.043	14.176*	0.736	-1.760*
Disc-Pleas	0.227	0.043	4.863*	0.227	0.417	5.399*	4.406	0
Disc-Arous	0.666	0.039	17.153*	0.694	0.389	18.062*	4.109	-0.070
Disc-Loyal	0.154	0.058	2.821*	0.131	0.587	2.318*	6.200	0.038
Arous-Pleas	0.753	0.042	17.065*	0.741	0.042	17.443*	0.615	0.200
Pleas-Satis	0.382	0.112	3.535*	0.247	0.095	2.523*	1.507	0.921
Arous-Satis	0.097	0.117	0.871	0.193	0.096	2.020*	1.555	-0.635
Satis-Loyal	0.705	0.041	18.504*	0.703	0.050	14.094*	0.676	0.030

\*p < 0.05

**Table 5. Multigroup Analysis for Origin**

	Spaniards n=229 GoF=0.593			Foreigners n=195 GoF=0.582				
Image-Exp	0.534	0.048	11.073*	0.385	0.063	6.009*	0.801	1.910*
Image-Satis	0.402	0.055	7.327*	0.383	0.073	5.639*	0.916	0.213
Expect-Disc	0.622	0.047	14.106*	0.497	0.057	8.957*	0.748	1.715*
Disc-Pleas	0.199	0.042	4.502*	0.248	0.045	5.151*	0.628	-0.801
Disc-Arous	0.681	0.038	16.873*	0.678	0.043	16.628*	0.586	0.053
Disc-Loyal	0.122	0.058	2.062*	0.174	0.053	3.279*	0.812	-0.657
Arous-Pleas	0.777	0.040	18.557*	0.723	0.045	14.738*	0.610	0.908
Pleas-Satis	0.412	0.109	3.829*	0.268	0.099	2.703*	1.530	0.966
Arous-Satis	0.038	0.110	0.347	0.203	0.098	2.049*	1.537	-1.102
Satis-Loyal	0.688	0.046	14.539*	0.714	0.043	17.012*	0.647	-0.413

\*p &lt; 0.05

Regarding the analysis that considers tourist gender, it is important to note that no significant differences were observed between the models for men and women; in other words, we cannot establish a gender-based moderating effect in the analyzed relationships. The only relationship that does not turn out to be significant (Significance 0.0762) is the one linking arousal to satisfaction in the men's model. For this moderating variable, the value of the impact of the destination's image on expectations and satisfaction appears to be greater among men. When the moderating variable involves former visits to Seville, there are significant differences in one of the relationships ( $t=-1.760$ ), namely the one that links expectations to disconfirmation, for which the negative value of the statistic shows that the relationship between the variables is much greater when there has been a previous visit than when there has not. In this case, the impact of image on expectations and satisfaction is greater if there has been a previous visit to the destination. If we analyze the models individually, again we find that in one of the cases (the model for no prior visit) the impact of arousal on satisfaction is not significant. The third moderating model is the one for tourists' origin, and two of these relationships show significant differences: one linking image to expectations ( $t=1.910$ ) and the other linking expectations to disconfirmation ( $t=1.715$ ). The positive value of the statistic in both cases shows that these relationships are stronger for the Spanish tourist model. Based on this information,  $H_9$  is accepted.

**Table 6. Explained Variance Analysis - Model According to Gender**

		Construct	Path	Correl.	Impact	Percent.
Men	Satisfaction (0.529)	Image	0.421	0.632	0.266	50%
		Pleasure	0.340	0.622	0.211	40%
		Arousal	0.084	0.619	0.052	10%
	Loyalty (0.649)	Satisfaction	0.699	0.798	0.558	86%
		Disconfirmation	0.149	0.611	0.091	14%
Women	Satisfaction (0.571)	Image	0.360	0.644	0.232	41%
		Pleasure	0.314	0.683	0.214	37%
		Arousal	0.185	0.674	0.125	22%
	Loyalty (0.642)	Satisfaction	0.701	0.793	0.556	87%
		Disconfirmation	0.144	0.594	0.086	13%

In order to seek a deeper understanding of how both proposed models worked, particularly concerning satisfaction and loyalty development, we analyzed the origin of the explained variance in each construct so as to determine to what degree the predictive variables contributed to its generation. In an endogenous construct, the variance that is explained by another latent variable is determined by the absolute value of the result of multiplying the path coefficient by the corresponding correlation coefficient between the two variables.

**Table 7. Explained Variance Analysis  
Model According to Previous Visit**

		Construct	Path	Correl.	Impact	Percent.
No Visit	Satisfaction (0.537)	Image	0.365	0.614	0.224	42%
		Pleasure	0.382	0.656	0.250	46%
		Arousal	0.097	0.647	0.063	12%
	Loyalty (0.654)	Satisfaction	0.705	0.799	0.564	86%
		Disconfirmation	0.154	0.583	0.090	14%
Prior Visit	Satisfaction (0.564)	Image	0.419	0.663	0.278	49%
		Pleasure	0.247	0.652	0.161	29%
		Arousal	0.193	0.649	0.125	22%
	Loyalty (0.638)	Satisfaction	0.703	0.793	0.557	87%
		Disconfirmation	0.131	0.616	0.081	13%

**Table 8. Explained Variance Analysis - Model According to Origin**

		Construct	Path	Correl.	Impact	Percent.
Spaniards	Satisfaction (0.543)	Image	0.402	0.628	0.252	46%
		Pleasure	0.412	0.649	0.267	49%
		Arousal	0.038	0.623	0.024	5%
	Loyalty (0.595)	Satisfaction	0.688	0.766	0.527	89%
		Disconfirmation	0.122	0.561	0.068	11%
For-eigners	Satisfaction (0.564)	Image	0.383	0.653	0.250	44%
		Pleasure	0.268	0.662	0.178	32%
		Arousal	0.203	0.671	0.136	24%
	Loyalty (0.705)	Satisfaction	0.714	0.830	0.592	84%
		Disconfirmation	0.174	0.650	0.113	16%

An analysis of Table 4 reveals several noteworthy results. The first is the preeminence of satisfaction in terms of the percentage of explained variance for loyalty, with a minimal explained variance of 84%, and a maximum of 89%. More in-depth analysis makes it possible to study the variables that have an influence on satisfaction: image and emotions. Thus, in the men's model, destination image explains as much variance in satisfaction as in emotions. Conversely, for the sample of those who had never visited the destination before and for Spaniards, emotions (specifically the pleasure component) showed a higher impact than image.

## CONCLUSIONS

The present study strives to analyze the influence of the image of Seville as a travel destination on tourist loyalty introducing the effect of disconfirmation and emotions into the analyses. We have also studied how this model worked by including three moderating variables related to tourists' characteristics: gender, previous visits and origin.

If we look at the model's overall behavior, we can establish that destination image influences satisfaction, which, in turn, has an effect on loyalty (Barroso *et al.*, 2007; Bigné *et al.*, 2001; Chi and Qu, 2008). If we focus on the impact of image on expectations, in keeping with Bigné *et al.* (2001), we can conclude that destination image shapes the expectations that tourists have prior to their visit. A positive relationship can also be established between the degree of disconfirmation, emotion, and satisfaction (Bigné and Andreu, 2005a and 2005b; Bigné *et al.*, 2005; Wirtz and Bateson, 1999). As far as the mediating role of emotions in the relationship between expectation disconfirmation and

satisfaction is concerned (Bigné *et al.*, 2005; Lazarus, 1991; Menon and Dube, 2000; Wirtz and Bateson, 1999), the results of the study verify this mediation. Within the realm of emotions, pleasure exerts the strongest influence on satisfaction, although arousal also has a strong influence on pleasure (Bigné and Andreu, 2005b; Bigné *et al.*, 2005; Chebat and Michón, 2003). Although most of the results are in keeping with a recent work by Rodríguez and San Martín (2008), there is an important aspect in which they differ: here we have observed a significant, albeit slight, influence of disconfirmation on loyalty.

Interesting conclusions can be drawn by focusing on analyzing the moderating variables considered in this work, given that, if we start with gender, we can establish that although Seville's image had a more decisive influence on expectations development in the men's sample, among women these expectations were more clearly linked to disconfirmation.

As far as the results for those who had visited Seville previously are concerned, we can conclude that, as the marketing literature had already established, (Homburg *et al.*, 2006; Smith and Bolton, 2002), cognitive variables have a greater impact than affective variables in satisfaction-generating processes as the relationship is drawn out over a longer period of time. This statement is based on the fact that when tourists had visited the city previously, a situation in which the relationship was longer-standing than when they had not done so, satisfaction appeared to be more dependant on destination image. Likewise, previous visits also led to the impact of destination image on expectations and satisfaction being greater than among those who had never visited the destination before. The difference between expectations and disconfirmation is also significant, and this may be due to the fact that after a first visit, tourists' expectations become more realistic.

This conclusion leads us away from the affective choice mode (Mittal, 1994) applied to tourist destinations (Beerli and Martín, 2004; Goossens, 2000), which posits that the affective ties are critical for predicting tourist behavior, stating that as tourists' travel experience increases, the factors behind their decision-making change. Cognitive elements may be more relevant to decision-making among inexperienced tourists because they are unable to recall former personal experiences (Prentice, 2006).

These results place us along the same lines as those studies that suggest a different perception of the destination's attributes depending on the existence of prior visits (Awaritefe, 2004; Deslandes, 2006), or even as those who claim that a destination's image changes depending on how the consumer has experienced it (Awaritefe, 2004). However, our results set us apart from the research in which destination image is perceived as shaping "relatively realistic" expectations prior to the visit (Bigné *et al.*, 2001). In this regard, we can state that retrospective

measurement of expectations (Rodríguez and San Martín, 2008; Oliver and Burke, 1999) indicates that those who had already visited the destination had more realistic expectations in terms of Seville's image.

If instead we look at tourist origin as the moderating element, there are significant differences in the relationship between image and expectations, and between expectations and disconfirmation; the value of the relationship is higher among Spanish tourists. The reasons behind these relationships are that Spanish tourists have a higher degree of realism in their expectations, this behavior having a positive effect on disconfirmation. The behavior of emotions appeared to differ according to origin; the impact of pleasure on satisfaction proved stronger among the sample of Spaniards, whereas arousal was greater among foreigners. This situation has important implications for tourism management in Seville, given that developing an image capable of creating a stronger relationship between image, expectations, and disconfirmation can further strengthen what is already a solid relationship between tourist satisfaction and loyalty.

These conclusions place us along the same lines as those who have been stressing the influence of affective components on satisfaction in the service sector (Bigné *et al.*, 2005; Ling, Huang, and Chiang, 2008; Rodríguez and San Martín, 2008), by studying the role of emotions in generating satisfaction and loyalty, since the role of emotions appears to overshadow the slight direct impact of disconfirmation on loyalty.

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