

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF HOSPITALITY AND TOURISM MANAGEMENT**

**SERVICE QUALITY, VISITOR SATISFACTION AND REVISIT
INTENTION AT KYAIK HTEE YOE PAGODA, MYANMAR**

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ABSTRACT

This study aims to investigate the relationships between service quality, visitor satisfaction, and revisit intention at Kyaik Htee Yoe Pagoda, Myanmar. Utilizing a quantitative research method, the data was collected from 385 visitors who stayed at least one night at the pagoda during December 2024. Descriptive statistics and multi-linear regression were employed for data analysis. The study objectives were to identify the different TOURQUAL dimensions at Kyaik Htee Yoe Pagoda, analyze the effect of service quality on visitor satisfaction, and examine the relationship between visitor satisfaction and revisit intention. Result found that Accessibility, Technological Quality and Safety have simulated level of effect on visitor satisfaction according to the result of analysis. Satisfied visitors are more likely to revisit the pagoda and share their positive experiences with family and friends, often post at social media. Therefore, improving service quality at Kyaik Htee Yoe Pagoda is essential for increasing visitor satisfaction and encouraging repeat visits.

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CHAPTER I

INTRODUCTION

The tourism industry is a crucial sector in the global economy, playing a significant role in the economic development of many countries worldwide. It has the capacity to generate numerous employment opportunities, stimulate local economies, and facilitate the development of infrastructure. Moreover, tourism is essential for the preservation of natural environments and cultural heritage, while also contributing to the reduction of poverty and inequality (BMZ, 2024). In 2023, the global tourism industry accounted for approximately 10% of the world's total GDP, and one in every ten jobs worldwide is directly linked to tourism (Federal Ministry for Economic Cooperation and Development, n.d.).

In Myanmar, the tourism industry also holds substantial economic importance. Until 2019, tourism was one of the most prominent sectors in the country's economy. Myanmar's natural beauty and rich cultural heritage attracted considerable interest from tourists, and the government provided significant support to the tourism sector (Ministry of Hotels and Tourism, 2019). In 2019, revenue generated from tourism amounted to approximately 2.5 billion USD, accounting for 3.8% of the nation's GDP. With the continued support of both the government and private investors, Myanmar's tourism industry is expected to contribute not only to the local community but also to the global tourism market (Standard Insights).

For developing countries like Myanmar, tourism serves as an essential driver of socio-economic progress, particularly through the promotion of cultural and religious heritage sites. Among the notable religious destinations in Myanmar, Kyaik Htee Yoe Pagoda, widely known as the Golden Rock holds a distinguished position, covered in gold leaf, the Kyaik Htee Yoe Pagoda is revered as one of the most sacred Buddhist pilgrimage sites in Myanmar. Every year, pagoda attracts a substantial number of both domestic and international visitors, especially during the pilgrimage season. This site not only embodies deep religious and cultural significance for Myanmar Buddhists but also considered the second most important pilgrimage site in the country, following the renowned Shwedagon Pagoda in Yangon (Pandaw.com; Global New Light of Myanmar). The unique spiritual character and remarkable geographical setting of Kyaik Htee Yoe have made it a major tourist attraction. As such, numerous travel

agencies, hotels, transport services, and local businesses rely heavily on the influx of pilgrims and tourists. For many Myanmar citizens, visiting Kyaik Htee Yoe represents not only a religious endeavor but also a form of recreation and familial bonding, typically carried out as part of leisure travel with family and friends. The pagoda thus plays a crucial role in supporting the local economy and enhancing the tourism value of Mon State. Kyal (2020).

Service quality plays a pivotal role in enhancing visitor satisfaction and influencing revisit intention at religious and cultural destinations such as Kyaik Htee Yoe Pagoda. High-quality services not only facilitate a more convenient and pleasant experience for tourists but also enrich the spiritual and emotional encounters they have near the sacred site. In the context of Kyaik Htee Yoe Pagoda, service quality is a fundamental determinant of tourism success, as it directly impacts visitors' perceptions and behaviors (Wikipedia, 2011).

This study aims to identify and examine the key dimensions of service quality at Kyaik Htee Yoe Pagoda, a significant religious and tourist destination in Myanmar. Specifically, it investigates six primary variables: accessibility, environment, safety, technological quality, human aspects, and visitor experience. These dimensions have been selected for overall perception of service quality among visitors. These are essential for supporting sustainable tourism growth and ensuring long-term visitor satisfaction at Kyaik Htee Yoe Pagoda. This study is to analyze the effect of service quality on visitor satisfaction at Kyaik Htee Yoe Pagoda, one of Myanmar's most prominent religious and tourist destinations.

Understanding the relationship between the quality of services provided and the level of satisfaction experienced by visitors is essential for enhancing the overall effectiveness of tourism management at the site. Analyzing the effect of service quality on visitor satisfaction at Kyaik Htee Yoe Pagoda is important for several reasons. Visitor satisfaction is a key indicator of the overall performance and sustainability of a tourism destination. When visitors are satisfied with the services they receive such as transportation access, cleanliness, safety, staff behavior, and technological convenience, they are more likely to have a positive perception of the destination, recommend it to others, and revisit in the future. This leads to increased tourist arrivals, longer stays, and higher economic benefits for local communities and tourism stakeholder.

This study also aims to analyze the effect of visitor satisfaction on revisit intention at Kyaik Htee Yoe Pagoda. Visitor satisfaction is widely recognized as a critical determinant of behavioral intentions in tourism, particularly in influencing whether tourists choose to return to a destination. At Kyaik Htee Yoe Pagoda, where cultural, spiritual, and experiential values intersect, understanding the link between satisfaction and the intention to revisit is essential for long-term destination loyalty. Satisfied visitors are more likely to engage in positive word-of-mouth promotion, contribute to the site's reputation, and become repeat visitors—factors that are vital for the sustainability of local tourism. By examining this relationship, the study provides insights that can inform strategic planning and service improvements aimed at encouraging return visits, thereby supporting the continued growth and competitiveness of Kyaik Htee Yoe Pagoda as a key religious and tourist destination in Myanmar.

Therefore, this study aims to examine the relationships among visitors' perceptions of service quality, overall satisfaction, and intention to revisit Kyaik Htee Yoe Pagoda in Myanmar. By exploring how tourists perceive various dimensions of service quality and how these perceptions influence on satisfaction and subsequent behavioral intentions, the study seeks to provide a comprehensive understanding of key factors that contribute to sustainable destination development. Investigating these interrelationships is particularly important for culturally and religiously significant sites like Kyaik Htee Yoe Pagoda, where visitor experience plays a vital role in encouraging repeat visits and enhancing the destination's long-term appeal. The findings from this study are expected to offer valuable insights for tourism planners, service providers, and local authorities in designing effective strategies to improve service delivery and strengthen destination loyalty.

1.1 Rationale of the Study

The tourism industry is a cornerstone of Myanmar's economy, built upon its rich natural landscapes, Buddhist heritage, and unique cultural sites. These attractions capture the interest of both foreign and local travelers, making tourism a key sector for national growth. The industry plays a vital role in the country's social and economic development by creating employment, boosting local economies, and stimulating domestic travel. (yktnews.com, 2025) This study aims to understand the visitor experience at Kyaik Htee Yoe Pagoda, a major religious tourism site in Myanmar.

Because Kyaik Htee Yoe Pagoda, attracts many local and international visitors, it is important to focus on their service experience and overall satisfaction. The quality of service provided directly impacts how satisfied visitors are, and satisfied visitors are more likely to revisit intention. The examining the connection between service quality, visitor satisfaction, and the desire to revisit, this study is identified key information for improving tourism at Kyaik Htee Yoe Pagoda.

There is a little of quantitative research that systematically examines the relationship between service quality, visitor satisfaction, and revisit intention at Kyaik Htee Yoe Pagoda This study aims to fill that gap and offer practical recommendations to key stakeholders, including the Pagoda's administrative board, local business owners, and policymakers. Service quality is essential in this context because the visitor experience is not limited to worship activities at the summit. Rather, it covers the entire journey, from the Kinpun base camp to the mountaintop, encompassing accommodation, food, transportation, and other services until departure.

High service quality at Kyaik Htee Yoe Pagoda leads to greater visitor satisfaction, which boosts the site's reputation and encourages repeat visits (Wikipedia, 2011). When services are good, pilgrims can focus on their religious objectives without unnecessary distractions (Parasuraman, Zeithaml, & Berry, 1988). In contrast, poor quality can damage the sacred reputation of the pagoda. Easily access to Kyaik Htee Yoe Pagoda directly affects visitor numbers and their satisfaction. Good transportation and clear routes encourage more tourists to visit the site (Kyal Dagoon, 2019). The natural and cultural environment setting of the pagoda enhances the overall visitor experience. It is crucial to preserve the area's natural beauty and religious atmosphere to protect its value for tourism (Tourism and its Cultural and Environmental Impacts, 2019). Safety is fundamental for building trust and ensuring satisfaction. A secure environment around the pagoda encourages tourists to return for future visits (Kyal Dagoon, 2019). Technology can make the visitor experience more convenient. Using effective technological services at the pagoda can improve both the quality of service and overall visitor satisfaction (EAS Publisher, 2023). The professionalism and service quality of staff are key factors in determining visitor satisfaction and the likelihood of a return visit (Kyal Dagoon, 2019). The overall visitor experience is the primary factor that shapes a tourist's satisfaction and their intention to revisit the destination (Andriotis et al., 2007, as cited in Kyal Dagoon, 2019).

Visitor satisfaction is directly linked to the success of tourism at Kyaik Htee Yoe Pagoda, and it comes from visitors being able to enjoy the site's religious atmosphere and natural beauty (Kyal Dagoon, 2019). Satisfaction is the key factor that encourages pilgrims to come back, which helps ensure the long-term sustainability of tourism at the destination (Kotler & Keller, 2016). A visitor's intention to return is based on their satisfaction, which makes it very important for the growth of tourism at Kyaik Htee Yoe Pagoda (Kyal Dagoon, 2019). Having repeat visitors, in addition to new ones, ensures a stable income for local businesses. Furthermore, revisiting is a sign of destination loyalty. This means loyal visitors are more likely to choose Kyaik Htee Yoe again over other places.

Kyaik Htee Yoe Pagoda is one of the most sacred sites for the people of Myanmar, attracting millions of pilgrims every year. This high volume of visitors provides an excellent opportunity to gather a large and sufficient sample for this study. A wide range of local businesses including hotels, restaurants, transportation services, and souvenir shops have been established around the pagoda. These businesses are a major source of income for local residents and contribute significantly to the regional economy. Therefore, studying service quality at the site is directly relevant to its economic development. Furthermore, the pagoda's location on a mountaintop presents unique conditions. Visitors must rely on specialized services, such as designated trucks for transport, as well as mountaintop accommodations and other facilities. These unique circumstances are special factors that can influence service quality and visitor satisfaction, making this an especially suitable location for this study.

1.2 Objective of the study

This aims of the study is

- (1) To identify service quality dimensions in Kyite Htee Yoe Pagoda.
- (2) To analyze the effect of service quality on visitor satisfaction in Kyite Htee Yoe Pagoda.
- (3) To analyze the effect of visitor satisfaction on visitor revisit intention in Kyike Htee Yoe Pagoda.

1.3 Scope and Method of the Study

This study is to analyze the effect of service quality on visitor satisfaction and visitor revisit intention of Kyike Htee Yoe Pagoda. This study is employing quantitative research method. The study gathers primary data using questionnaires using a 5-point Likert scale and the secondary data had collect secondary data from textbooks, journals, articles, reports, websites, and previous studies. To obtain the primary data, 385 visitors who visited Kyaik Htee Yoe Pagoda, on Dec 2024, stay at least one night. Data for this study was collected in December, as this period corresponds with major school and office holidays and experiences the highest volume of visitors. For selecting respondents, simple random sample method is used. The sample size, determined by the Yamane formula (1967), at the Facebook group " Kyite Htee Yoe inquiry group, has (10,000) members. In this study, descriptive statistics and multi-linear regression are used.

1.4 Organization of the Study

This study comprises five chapters: Chapter 1: introduces the study, including the rationale, objectives, scope, and method. Chapter 2: presents the theoretical background of the study. Chapter 3: provides a historical background of Kyaik Htee Yoe Pagoda as a tourist destination. Chapter 4: analysis of Service Quality, Visitor Satisfaction and Intention Revisit at Kyaik Htee Yoe Pagoda. Chapter 5: concludes the study with findings, discussions, suggestions, recommendations, and identifies areas for further study.

CHAPTER II

THEORETICAL BACKGROUND

The research foundation for this study is built in this chapter by discussing relevant theories and literature. Additionally, it examines the main elements that influence tourist return to Kyaik Htee Yoe Pagoda, Myanmar.

2.1 Concept of Service Quality

Service quality is the difference between customer expectations and observed service performance (Parasuraman, Zeithaml, & Berry, 1985). The difference between what customers think a service provider should supply and what they think is achieved is key to determining service quality. Technical and functional quality are the main service quality aspects. technological quality relates to the service's outcome or technological solution. Functional Quality concerns service delivery methods. That includes service delivery, personnel attitudes and behaviors, service accessibility, and customer experience. 1984 (Grönroos)

User involvement with an organization is based on service. Product quality alone cannot retain users without excellent service. A thorough grasp of service quality and optimization is essential. Service quality—how well a business meets or surpasses consumer expectations—is crucial to growth (Medallia, 2022). Kotler (2016) lists intangibility, inseparability, and variety as service qualities. SERVQUAL quantifies consumer expectations and perceptions across five areas to evaluate service quality. SERVQUAL's expectancy-disconfirmation paradigm defines service quality as the match between consumers' pre- and post-consumption expectations and service experiences. (Parasuraman et al. 1980),

The SERVQUAL model, widely applied across various sectors, including tourism, to assess the congruence between service delivery and consumer expectations, presents methodological challenges. Specifically, the measurement of 'expectations' is inherently complex due to the subjective and dynamic nature. Individual consumer expectations vary significantly and are susceptible to temporal and contextual fluctuations. Consequently, the efficacy of performance-based measures in evaluating service quality has been increasingly recognized. The direct measurement of service performance yields greater accuracy compared to the traditional expectation-perception

gap analysis employed by SERVQUAL (Cronin and Taylor 1992). The perspective is further supported by applications within the hospitality industry, where SERVQUAL has been utilized to understand and enhance tourism services (Shaikh et al., 2011). However, the inherent subjectivity in measuring expectations and perceptions, influenced by individual attitudes and cognitive frameworks, remains a critical consideration (Cronin & Taylor, 1992; Buttle, 1996; Carman, 1990).

2.2 Service Quality Dimensions

Based on client expectations and service performance, service quality is how well a service fulfills or surpasses them. 1985 (Parasuraman, Zeithaml, Berry) Multidimensional constructs including tangibility, dependability, responsiveness, assurance, and empathy are typically considered (Parasuraman et al., 1985; Şahin et al., 2012). Due to the intangibility of services, service quality is subjective and connected to customer pleasure, loyalty, and business success (Cronin & Taylor, 1992; Chakrabarty et al., 2008). Service quality is measured by tangibles (physical facilities and equipment), reliability (ability to perform promised service dependably), responsiveness (willingness to help customers), assurance (employee knowledge and courtesy), and empathy, according to the widely used (caring and individualized attention) (Parasuraman et al., 1985; 1988)

Consistent, high-quality service delivery is essential to create memorable and emotionally engaging experiences that positively impact tourists (Kayat & Hai, 2013). Service quality influences a tourist's affective image and likelihood of return (Tosun et al., 2015; ASEAN. 2015). As a key factor in attracting tourism, effective destination management and service quality enhancement are crucial. High-quality service builds trust and attracts visitors (UNWTO). To achieve this, governments, private sectors, and local communities must collaborate to manage overall quality. Reliable quality assurance systems and Integrated Quality Management (IQM) metrics are necessary for systematic Service quality maintenance (UNWTO, 2017). Service quality is central to tourist satisfaction and sustainable tourism development. As tourists increasingly seek responsible and ethical experiences, local service quality becomes paramount for sustainability (UNWTO).

Service quality is typically defined by visitors as their assessment of the quality of services received at a destination. High-quality services lead to visitor satisfaction

and foster return visits, as well as positive word-of-mouth (Fitrizal et al., 2021). Maintaining and enhancing service quality is essential for establishing a world-class tourism destination, requiring consistent effort to prevent any decline in standards (Abdulla et al., 2019; Fitrizal et al., 2021). Furthermore, affluent tourists place a greater emphasis on service quality, expecting premium experiences. Consequently, deficiencies in service quality can result in significant visitor dissatisfaction and potential disappointment (Boro, 2022)

2.2.1 Accessibility

Destination accessibility is dominant, admit ease of travel and efficient transportation infrastructure. Facilities should maintain cleanliness and undergo modernization where necessary. Physical accessibility must cater to diverse needs, including those of individuals with disabilities, the elderly, and those using strollers. This involves the provision of smooth pathways, ramps, elevators, and accessible restrooms. Furthermore, sustainable practices are essential. Environmental preservation should be prioritized through systematic waste management, recycling initiatives, and resource conservation. Designs and structures should harmonize with the natural environment. (Mondo et al., 2014; Akbaba, 2006; Akan, 1995).

2.2.2 Environment

The natural environment includes physical features such as forests, mountains, beaches, coral reefs, and wildlife habitats. These are often the primary attractions for tourists seeking scenic beauty or outdoor activities. However, these areas are vulnerable to degradation due to over-tourism, pollution, and resource exploitation. Bloch (2022; Anderson (2025). Implementing sustainable practices such as energy and water conservation, waste reduction, and recycling is crucial. Constructing buildings that harmonize with the natural environment and avoiding activities that negatively impact it are also necessary steps. (Mondo et al., 2014; Akbaba, 2006; Grönroos 1984).

2.2.3 Safety

Visitor safety and security are critical components of a destination's appeal. Destinations must implement robust security measures and emergency preparedness protocols. Physical security encompasses fire prevention systems, CCTV surveillance, security personnel, emergency exits, safe pathways, and adequate lighting. Online security is equally important, requiring measures to protect personal and financial data through encryption and proactive threat prevention. Health and sanitation protocols, including disinfection, food safety inspections, emergency medical services, and health information dissemination, are also vital. (Mondo et al., 2014; Akbaba, 2006; Akan, 1995).

2.2.4 Technological Quality

Technological quality in tourism involves the effective use and integration of technologies to enhance service quality, efficiency, environmental conservation, and the overall tourist experience. For example, hotels employ tools like mobile check-in, online booking systems, and robotic services, which lead to faster service delivery and fewer errors. Furthermore, features such as video guides, virtual tours, and voice support systems improve accessibility, making tourism easier and more inclusive, particularly for individuals with disabilities. Access to real-time information regarding itineraries, flights, transportation, and safety alerts also improves travel safety and convenience for tourists. By continuously learning and applying new technologies, tourism destinations and businesses can maintain their competitiveness and offer engaging services to visitors (Sustainability Directory; Astor, 2021; Mahamaya, 2022).

2.2.5 Human Aspects

"Tourism is a service industry that heavily relies on its people. The employee's attitudes and communicate with the visitor is greatly affect the visitor satisfaction and intention to revisit. It's important for employees to have the right skills and knowledge. They need to be good at languages, communication, and acting professionally. Being able to solve problems is also important. When service staff are friendly, patient, helpful, and skilled, it really improves the quality of service. How employees treat customers and how much they care directly impacts customer satisfaction. Good

communication skills are essential for employees to understand and quickly meet the needs and expectations of each guest. Employees should be confident and knowledgeable in their jobs. Solving guest issues, providing information, and offering help increases satisfaction. To get good communication, employees need to have certain qualities. That is important to regularly train employees, provide courses, and offer internships to improve their skills. Having the necessary knowledge and abilities allows them to properly meet customer needs. (Grönroos, 1984; Myo, 2020; ASEAN CSR Network)

2.2.6 Experience

Experience is depended on each individual's perceptions and feelings of visitors. A tourism experience actively engages all five senses—sight, hearing, smell, taste, and touch. It also includes emotions, interest, learning, and social interactions. Generally, a tourism experience refers to the combination of physical, emotional, and social aspects that a traveler goes through during their journey. In the tourism industry, experiences are very important. Travelers today are seeking more than just regular trips; they are looking for unique and memorable experiences. Hotels, tour operators, and other tourism businesses aim to provide guests with experiences that they will remember for a long time. Therefore, businesses in the tourism sector should focus on offering the best possible experiences to their guests. Tourism experiences can create lasting emotions, memories, and attitudes in the minds of travelers, encouraging them to return in the future. These experiences are not just about one thing; they are formed through a mix of places, people, services, activities, culture, and natural beauty. Eating local food, participating in traditional crafts, attending local festivals, enjoying natural scenery, and interacting with local communities are all elements that make a tourism experience special and meaningful. (Portugal Farm Experience; Aho (2001) ; Morrison et al. (2018)

2.3 Visitor Satisfaction

People are motivated by fulfilling their individual needs, and this has always been seen as a key driver of their actions. When traveling, tourists tend to prioritize satisfying their own needs, desires and focused on what they want personally than on how their actions might affect the places they visit or the environment. Their attention is primarily inward, directed towards personal satisfaction rather than external factors

related to tourism. (Sharpley & Telfer 2008). In the tourism industry, the product which sold is a service, not physical goods. Customers evaluate the services, based on emotional experiences. Services are intangible and used after purchase, emotions and satisfaction are closely linked and of high importance. Tourism businesses must understand the factors that lead to customer satisfaction. Satisfaction is essential in the tourism industry. Satisfied customers are more likely to return. In tourism, ensuring customer satisfaction reduces costs and is vital for business success. (Horner, S., & Swarbrooke, J. 2006)

2.4 Revisit Intention

Revisit intention is a fundamental concept with significant implications for both destinations and businesses. It represents the probability that tourists will return to a specific destination or establishment based on their prior experiences. (Karakan, & Birdir 2023). Visitor satisfaction plays a pivotal role in enhancing destination image, fostering positive perceptions, and cultivating a strong intention to revisit. To achieve this, tourism destinations must prioritize the creation of memorable, once-in-a-lifetime experiences and deliver high-quality services within their strategic frameworks. As visitor satisfaction increases, a corresponding rise in intention to revisit naturally emerges. (Abbasi et al. 2013) A positive destination image is formed not only by scenic landscapes, natural proximity, and natural wonders, but also by the availability of adequate infrastructure and amenities for tourists. Enhancing the quality of services and businesses is crucial. Positive emotional responses and satisfaction directly influence revisitation intentions. (Luvsandavaajav 2022)

2.5 Related Theory

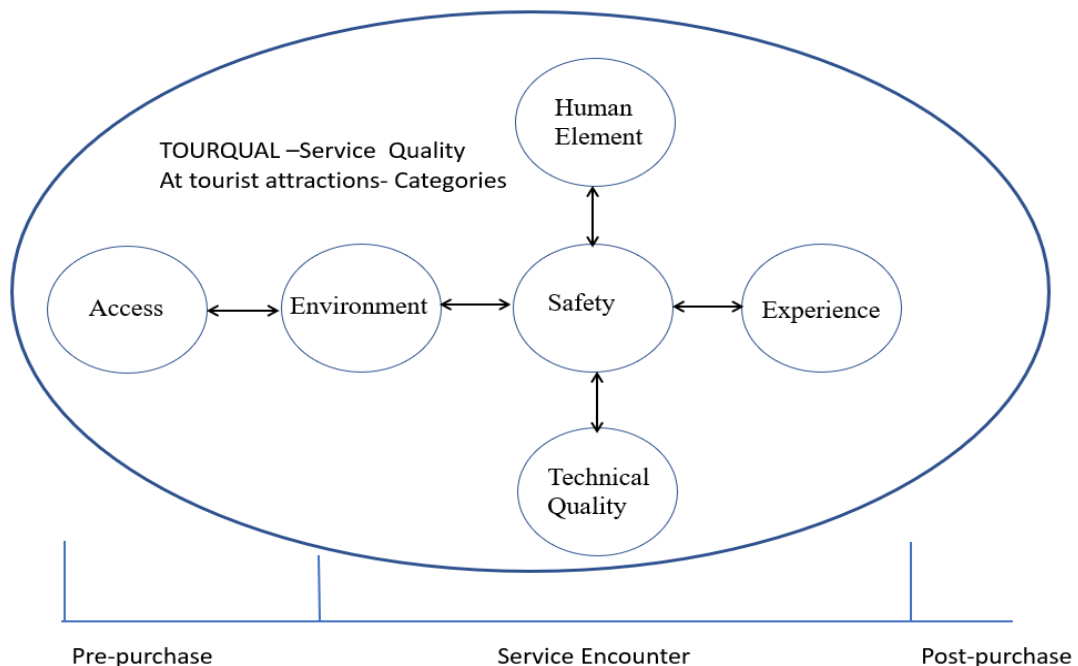
This section explains the key factors that affect how satisfied visitors are and whether they intend to visit Kyaik Htee Yoe Pagoda again. The discussion is based on important theories, particularly the TOURQUAL model.

2.5.1 TOURQUAL Theory

TOURQUAL is a modified version of the SERVQUAL model, specifically designed to measure service quality within the tourism industry. While it builds upon

the foundation of SERVQUAL, TOURQUAL is tailored to address the unique requirements of tourism, such as tour management, hospitality, and cultural experiences. Particularly relevant for evaluating service quality in hotels, airlines, tour operations, and heritage site management. (Lusch and Vargo, 2004; Nicolaides, 2008) Service quality is assessed by comparing customer expectations with their actual experiences. (Grönroos 1984). In an effort to offer a more comprehensive assessment of service quality within the tourism industry, Mondo et.,al introduced the TOURQUAL model.

Figure (2.1) TOURQUAL -Service Quality



Source: Mondo et., al (2014)

The TOURQUAL model consists of six primary dimensions are 1. Accessibility 2. Environment 3. Human Aspects 4. Safety 5. Experience 6. Technological Quality. The tourist experience significantly influences overall customer satisfaction. Consequently, the assessment of service quality in the tourism sector necessitates a comprehensive emphasis on the tourist experience (Mondo 2014). Service providers must understand customer expectations and deliver services that meet those expectations. (Grönroos 1984). The TOURQUAL model is employed in the tourism industry to predict visitor satisfaction and their intention to revisit. Service providers should prioritize creating positive experiences by paying close attention to the physical environment and employee interactions. (Bitner, 1990). Quality management and

positive employee behavior are crucial in the highly competitive tourism sector. (Mondo 2014) (Bitner, 1990). Tourist satisfaction is primarily influenced by the quality of attractions, facilities, services, and the destination's image. (Hasan 2015). A positive physical environment enhances customer feelings and increases satisfaction. (Bitner, 1990). Building strong relationships with tourists contributes to increased satisfaction. (Lusch & Vargo, 2004). To improve the competitiveness of tourist destinations, it is necessary to enhance facilities and services, strengthen the destination's image, and establish appropriate pricing strategies. (Hasan 2015).

Access is crucial for TOURQUAL. It goes beyond the physical quality of transportation hubs like airports and train stations. It includes ease of access, reliability, and local accessibility. As Middleton (2009) suggests, effective transportation systems significantly impact tourist satisfaction. Hasan (2015) reinforces, emphasizing that good roads and transport enhance the overall travel experience. The environment, encompassing both natural and built aspects, profoundly affects tourist experience. Natural environments include landscapes and ecosystems, while built environments involve infrastructure and cultural sites. Maintaining clean air and water, and preserving cultural heritage are essential. As Middleton (2009) notes, protecting these assets is vital. Hasan (2015) adds that well-maintained natural and cultural attractions improve tourism quality. The human element focuses on the quality of interactions between tourists and service providers. This includes staff friendliness, language skills, and problem-solving abilities. Positive interactions between locals and tourists are also important. Middleton (2009) highlights the importance of good service. Hasan (2015) confirms that friendly interactions enhance tourist satisfaction and business growth. Experience is influenced by natural attractions and service quality. Hasan (2015) identifies these as key components. Experiences, including positive emotions and unique attractions, are essential. Middleton (2009) emphasizes maintaining the appeal and quality of tourist sites and services.

Safety is paramount for TOURQUAL. It includes personal security and emergency preparedness. Protecting tourists from crime and providing clear safety information are crucial. Middleton (2009) and Hasan (2015) agree that ensuring tourist safety enhances the quality of tourism. Technical quality involves infrastructure, technology use, and technical services. It includes the quality of buildings, technology

systems, and maintenance. Middleton (2009) suggests that factors like pricing, climate control, and technology use contribute to technical quality.

2.6 Previous Studies

Khawash, N., & Baksi, A. (2017) conducted a study among several accessible for evaluation. Travel and tourism research is extensive, with a focus on destination and tourist satisfaction. The influence of perceived destination-based service quality on visitor satisfaction and loyalty has not been adequately studied, especially given destinations' diversity and dynamic character. This study uses a quantitative method to better understand destination-based service quality and its effects on tourist satisfaction and loyalty. The study uses SERVQUAL, the current service quality measuring paradigm. The Mondo (2014) TOURQUAL technique was also used to determine destination-based service quality characteristics. Travelers and other stakeholders were interviewed in-depth to determine destination-based service quality parameters. These dimensions were then reliability and validity assessed.

Figure (2.2) Assessing the Impact of Perceived Destination-based Service Quality on Tourist Satisfaction and Destination Loyalty using TOURQUAL Protocol

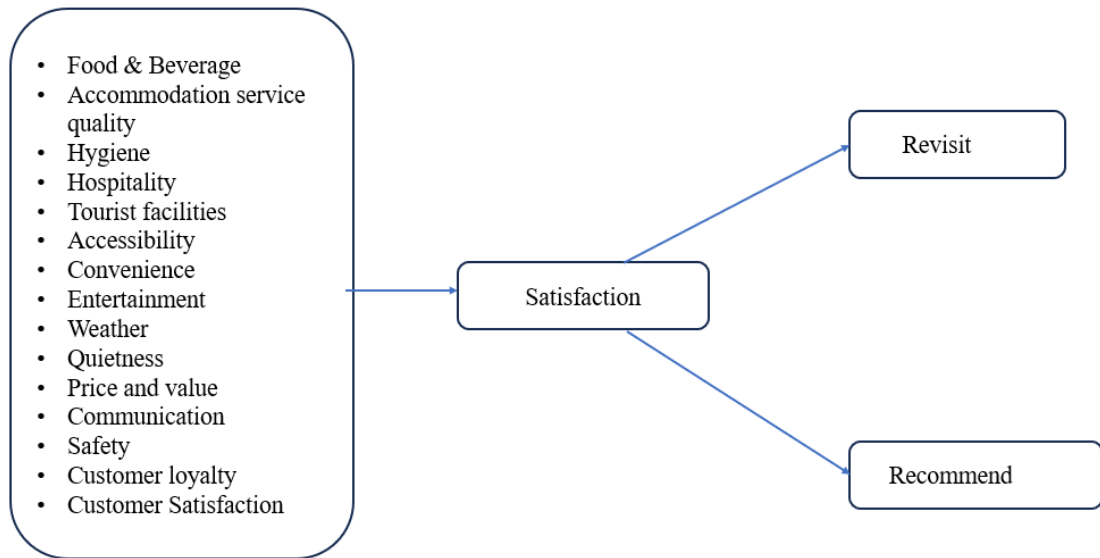


Source: Khawash, N., & Baksi, A. (2017).

This context emphasizes validity. Destination-based service quality was modeled in five dimensions. The model predicted tourist satisfaction and destination loyalty. The service quality model and tourist satisfaction binary impact validated destination loyalty's prediction of recurrent visits and advocacy. Based on the data, tourist marketing recommendations have been made. The principle of organizing is important here.

Yeoh et al. (2011) performed the second tourist service quality customer satisfaction study. This survey examines consumer satisfaction with Malaysia's tourism service quality, overall satisfaction, and desire to return and suggest. This study reviews literature and surveys 166 tourists who visited Malaysia's tourism hotspots.

Figure (2.3) Customer Satisfaction in Tourism Service Quality

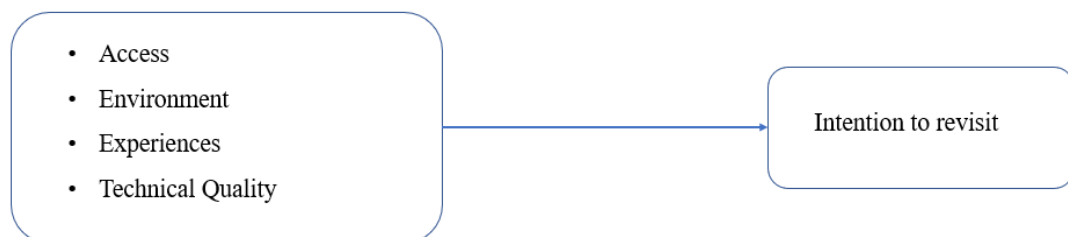


Source: Yeoh et al., (2011)

This study found that tourism infrastructure, food and beverage services, accommodation facilities, cleanliness, and security have significant impacts on customer satisfaction.

Next, Robustin et al. (2019) examine how tourist infrastructure and service quality affect visitor satisfaction and return intention. This study examines the partial and simultaneous influences of TOURQUAL aspects on Pandawa Beach revisitation intentions. The 75 Pandawa Beach visitors. Analyses used multiple linear regression.

Figure (2.4) The Effect of TOURQUAL Dimensions on Behavioral Intentions to Revisit Pandawa Beach, Bali, Indonesia



Source: Robustin et al., (2019)

The study found that TOURQUAL aspects partially and simultaneously affect behavioral desire to return to Pandawa Beach Bali Indonesia.

2.7 Conceptual Framework of the Study

This conceptual framework examines how destination service quality and tourist satisfaction affect Kyite Htee Yoe Pagoda revisit intention. It organizes analysis of Destination Service Quality, Tourist Satisfaction, and Revisit Intention. Boro (2023), Yeoh (2011), and Robustin (2019) inspired this conceptual framework. Thus, this study uses the TOURQUAL framework to link destination service quality, tourist satisfaction, and desire to return.

Figure (2.5) Conceptual Framework for this Study



Source: Own Compilation (2025)

In this study, service quality is to be analyzed by visitors regarding their overall experience and to analyzed the effect of visitor satisfaction on revisit intention at Kyite Htee Yoe Pagoda. This evaluation is encompassing all aspects of their visit. Revisit intention, denoting the likelihood of future visits, to be quantified by gauging the degree to which tourists express a desire to return to Kyite Htee Yoe Pagoda. The construction of the conceptual framework was based on the goals of this study. The following is a description of the study's working definitions for the variables.

Accessibility

All visitors can reach the pagoda through reliable transportation, navigate the complex using clear information and signage, and use clean, safe, and functional facilities in all seasons.

Environmental

The preservation of clean natural and cultural heritage, achieved through responsible resource management, clear sustainability policies, community collaboration, and the promotion of environmental awareness.

Safety

Safety denotes the physical, health, and social security of visitors within a destination, ensuring their well-being and protection from harm.

Technological Quality

The integration of user-friendly online booking and information systems, reliable on-site internet and mobile connectivity, and helpful digital tools, all supported by staff skilled in using technology to promptly assist visitors.

Human Aspects:

The professionalism, knowledge, and positive attitude of service providers, demonstrated through courteous, attentive, and effective assistance that enhances the overall visitor experience.

Experience

The visitor's overall memorable and positive impression, which is created through clear, respectful, and professional interactions with service providers and enriched by opportunities to learn about local culture.

Visitor Satisfaction

The measure of how well the quality of services and facilities meets a visitor's expectations, enhanced by the clean environment, natural scenery, and the cultural and historical aspects of the pagoda.

Revisit Intention

A visitor's expressed plan to return to the pagoda, which stems from a memorable and spiritually fulfilling experience and is often linked to their willingness to recommend the site to others.

CHAPTER III

HISTORICAL BACKGROUND OF KYAIK HTEE YOE PAGODA AS A TOURIST DESTINATION

The characteristics of the Kyaik Htee Yoe Pagoda destination are introduced in this section. Three components make up this chapter: the tourist sector in Myanmar, history of Kyaik Htee Yoe Pagoda and the service quality in Kyaik Htee Yoe Pagoda.

3.1 Profile of Myanmar Tourism Industry

Myanmar, a country in Southeast Asia bordered by China, Laos, Thailand, the Andaman Sea, the Bay of Bengal, Bangladesh, and India, possesses a rich cultural history, diverse ethnic groups, and many natural attractions, making its tourism industry significant. Historically, the sector grew slowly due to long periods of political isolation and internal conflict. However, since the initial political reforms in 2011, Myanmar's tourism has shown varied patterns of growth. The industry is less developed compared to neighboring Southeast Asian nations, but it has shown both strong potential for growth and vulnerability to external factors, notably political instability and the COVID-19 pandemic (Htun & Hsar, 2021).

Tourism development in Myanmar began after 1992, mainly under government control, with increasing involvement from private businesses over time. The industry experienced substantial growth following democratization efforts in 2011, leading to a significant increase in foreign arrivals, from approximately 800,000 visitors in 2010 to over 3.4 million by 2017 (Ministry of Hotels and Tourism, 2018). Reflecting the optimism of that period, the government's 2013 Tourism Master Plan aimed for 7.5 million arrivals by 2020 (Asian Development Bank, 2013). International tourist arrivals peaked at 4.68 million in 2015 before experiencing fluctuations.

Tourism is an important contributor to Myanmar's economy, accounting for 6.7% of its GDP in 2019 (World Travel & Tourism Council, 2020). The economic impact goes beyond direct spending, boosting growth in related areas like hospitality, transportation, and construction. Foreign investment has been crucial, especially in hotel construction, with over \$2.7 billion invested in hotel projects up to 2015 (Oxford Business Group, 2016). Despite these contributions, the industry relies heavily on international tourists from key markets like Thailand and China. The sector has proven very sensitive to both political and global health crises. Following the 2015 peak, tourist

arrivals fell to 2.9 million in 2016. The COVID-19 pandemic caused an even greater drop, with arrivals falling to just 130,947 in 2021 before a partial recovery to 1.28 million in 2023 (Ministry of Hotels and Tourism, 2024).

Myanmar offers unique attractions in the regional tourism market. These include UNESCO World Heritage Sites like Bagan, the colonial architecture of Yangon, the peaceful Inle Lake, and the spiritual significance of the Shwedagon and Kyaiktiyo Pagodas. Historically, tourists visiting Myanmar have come from nearby countries such as Thailand and China, as well as from more distant markets in Europe and the United States (Ministry of Hotels and Tourism, 2018).

The development of tourism in Myanmar has had both positive and negative socio-cultural and environmental effects. On the positive side, it has created jobs and increased incomes. However, the industry faces many challenges, including political instability, inadequate infrastructure, limited digital integration, and security issues. A lack of investment in transportation, accommodation, and professional training continues to limit the industry's ability to provide high-quality tourism experiences (Htun & Hsar, 2021). The pandemic worsened these problems, leading to long closures of tourism facilities and significant job losses.

Myanmar's tourism industry, while still developing, holds significant economic potential. Increased international engagement, along with strategic investment in sustainable infrastructure and human capital, is crucial. In the post-pandemic context, domestic tourism, including to popular destinations like Kyaiktiyo Pagoda, has become a key focus for recovery efforts (Ministry of Hotels and Tourism, 2024).

3.2 History of Kyaik Htee Yoe Pagoda

The Kyaik Htee Yoe Pagoda, situated in Mon State, Myanmar, is a significant Buddhist pilgrimage site, 7.3 meters in height, is constructed atop a granite boulder that is covered with gold leaf. Local tradition posits that the Kyaik Htee Yoe Pagoda maintains its precarious position due to a strand of the Buddha's hair. This seemingly gravity-defying balance contributes to the site's mystique, as the boulder perpetually appears to be on the verge of descending Mt. Kyaiktiyo. Another prominent legend attributes the rock's placement impressed by a Buddhist monk's asceticism, utilized supernatural abilities to transport and position the boulder, selecting it for its

resemblance to the monk's head. Ranking as the third most important Buddhist pilgrimage destination in Myanmar, the site follows the Shwedagon Pagoda and the Mahamuni Pagoda in significance.

Kyaik Htee Yoe Pagoda crowns the summit of Kyaiktiyo hill, also known as the Kelasa hills or part of the Eastern Yoma mountains, at an elevation of 1,100 meters above mean sea level. Situated on the Paung-laung ridge of the Eastern Yoma range, the Golden Rock lies approximately 210 kilometers from Yangon and 140 kilometers north of Mawlamyine, the capital of Mon State. The village of Kinpun, located 16 kilometers from the mountain, serves as the closest access point to Mt. Kyaiktiyo. For those opting for vehicular transport from the Base Camp, a drive of approximately 45 minutes will reach the upper vehicle station on the mountain. Visitors wishing to utilize the cable car can disembark at the Yatetaung vehicle station to access the cable car system. From the upper vehicle station, the temple precinct is a further 15-minute walk uphill. A paved mountain track, constructed in 1999 from the bus terminal at Yatetaung, extends for 1.2 kilometers along a dusty path lined with kiosks, presenting a rigorous hour-long ascent to the sacred site. Alternatively, a more extensive 11-kilometer hiking trek from the base camp at Kinpun is undertaken by many devotees as part of their pilgrimage. Furthermore, the surrounding hills near the Kyaik Htee Yoe Pagoda feature numerous recently constructed temples and pagodas, which attract pilgrims and tourists via interconnected footpaths.

3.3 Service Quality at Kyaik Htee Yoe Pagoda

The service quality at Kyaik Htee Yoe Pagoda is generally good, considering its remote mountaintop location. Transportation is well-organized, with regular truck services from Kinpun Base Camp to Mountain Top station. The truck ride can be rough but efficient. Cable car service offers a more comfortable alternative with scenic views. Pilgrim facilities near the pagoda, including rest areas, food stalls, and souvenir shops, are sufficient. Local vendors and staff are friendly. Cleanliness and maintenance have improved in recent years, especially during pilgrimage seasons.

3.3.1 Accessibility

Kyaik Htee Yoe Pagoda is located about 200 km from Yangon and is accessible by both private and public transport. 4 to 5-hour drive from Yangon to Kinpun Base Camp, the main entry point for Pagoda. Another possible to travel from Yangon Central Railway Station by train. Upon arrival at Kyaikto Railway Station, local transportation can be utilized to reach the Kinpun Base Camp. From Kinpun, visitors must switch to trucks operated by locals, which take about 45 minutes to climb the mountain road to Mountain Top station. From there, 10–15-minutes uphill walk or a short cable car ride to reach Yathetaung camp to the pagoda at the summit. Public buses are available from Yangon's Aung Mingalar Bus Station, private cars or tour car which arrange tour company offer more comfort and flexibility. Though the road to the summit is challenging, infrastructure has improved, making the site fairly accessible for most travelers.

3.3.2 Environment

The pagoda sits on a massive granite boulder, which is famously covered in gold leaf and appears to defy gravity, balancing precariously on the edge of a cliff. The surrounding landscape is characterized by lush green hills, dense forests, and panoramic views of valleys and distant mountains, creating a tranquil and scenic environment for visitors and pilgrims. The region around Kyaik Htee Yoe is rich in biodiversity, with lush forests and a variety of native plants. Notably, the Kyaik Htee Yoe Waterfall nearby is a popular natural attraction, surrounded by hiking trails and tranquil scenery. The overall environment is a blend of natural beauty and spiritual significance, making it a haven for both pilgrims and nature lovers.

3.3.3 Safety

Kyaik Htee Yoe Pagoda generally presents high safety system with a low incidence of major criminal activity, several factors warrant consideration. Regarding health, the ascent to the pagoda may induce physical discomfort such as muscle fatigue and exhaustion, alongside the risk of falls. While emergency medical services are available, their capacity is less extensive than in urban centers. Transportation from the base camp to the mountain top relies on open trucks, which may offer a less comfortable

experience. Accommodation options, including hotels and guesthouses, are limited, and the cultural practice of some visitors sleeping in the open plaza may lead to cold-related illnesses during colder periods. The consumption of alcohol is restricted, and respectful conduct is expected. Furthermore, during peak visitation times, particularly on weekends, the influx of visitors can strain the existing infrastructure, resulting in overcrowding and potentially diminished comfort levels.

3.3.4 Human Aspects

The local community supporting Kyaik Htee Yoe Pagoda is substantial and plays an important role in visitor experience. Service providers demonstrate a high degree of competence and expertise within their specific occupations. For instance, porters, who include both men and women, handle visitors' belongings with care to prevent loss and are consistently helpful and patient. Similarly, the drivers operating the mountain transport vehicles are highly qualified and skilled, ensuring passenger safety throughout the journey. Additionally, vendors maintain clean and neat appearances, interact with customers courteously, demonstrate local hospitality, and patiently answer questions from visitors.

3.3.5 Experiences

One of the most memorable experiences at Kyaik Htee Yoe Pagoda is the journey to the mountain using the open trucks. Visitors travel from Kinpun Base Camp to the top of the mountain in specially modified cargo trucks. Although passengers sit closely together with many others, the scenery along the road and the unique way of traveling create a very special experience. From the mountain top, the view of the surrounding hills is truly beautiful, especially during sunrise and sunset, which leave lasting impressions. The Golden Rock itself is an extraordinary natural wonder and offers a breathtaking sight. During festival seasons and public holidays, the mountain becomes crowded with pilgrims and local visitors, allowing travelers to experience a lively part of Myanmar's culture. The hospitality of the local people, the services provided by porters, and the rows of small shops all contribute to the overall experience. Porters help carry luggage and even transport people by stretcher if needed. The mountain also offers restaurants, guesthouses, and souvenir shops that support visitors'

needs. Some travelers choose to stay overnight on the mountain, where they can enjoy the peaceful beauty of the pagoda at night and watch the sunrise early in the morning. Since it is a religious pilgrimage, key experiences include worshipping the sacred pagoda, making wishes, offering prayers, donating golden leaves (only men are allowed to approach the rock closely), and practicing meditation during the calm evening and morning hours. These spiritual activities form an essential part of the visit to Kyite Htee Yoe Pagoda.

3.3.6 Technological Quality:

In technological quality, Kyite Htee Yoe Pagoda still faces some limitations. On the mountain, telecommunication and internet services are limited and not very reliable. Booking accommodation can also be a little difficult due to limited online systems. Banking services are not available on the mountain itself and can only be accessed at the Kinpun Base Camp. For historical and general information about Kyite Htee Yoe Pagoda, there are websites and Facebook pages available. However, these online platforms still need to be updated regularly to provide more accurate and current information.

CHAPTER IV

ANALYSIS OF SERVICE QUALITY, VISITOR SATISFACTION AND REVISIT INTENTION

This section describes the study design, reliability analysis, demographic profile of respondents, data research, and findings from survey questionnaires.

4.1 Research Design

This study investigates service quality, visitor satisfaction, and revisit intention at Kyaik Htee Yoe Pagoda in Myanmar. A quantitative research method was used, employing a five-point Likert scale to measure responses. The scale ranges from 1 (strongly disagree) to 5 (strongly agree), 4 (agreement.), 3(neutrality), 2 (disagreement). The target population was identified using the Yamane formula (1967). The Facebook group "Kyaik Htee Yoe Inquiry Group" has 10,000 members. From this group, a sample of 385 visitors who visited Kyaik Htee Yoe Pagoda in December 2024 and stayed at least one night was selected. The sample size was determined based on this formula. In this study, descriptive statistics and multiple linear regression were used for data analysis.

$$n = N / (1 + N * (e)^2)$$

The sample size was calculated using the Yamane formula (1967), resulting in a sample of 384.61 individuals. To ensure the reliability of the data, the sample size was rounded up to 385 participants. This study used both primary and secondary data sources. The primary data were collected through online surveys using structured questionnaires. Secondary data included this study from both local and international sources, relevant magazines, published textbooks, survey reports, articles, and websites. Once the data were collected, they were analyzed using the SPSS statistical software. Multiple regression analysis was applied to examine the relationships among the variables studied.

4.2 Demographic Profile of Respondents

This section discusses the demographic features of the respondents. A thorough representation of the demographic factors, such as gender, age, education level, occupation, marital status and monthly income can be seen in Table (4.1). Among the 385 respondents, 201 (52.21%) were female, while 184 (47.79%) were male. In terms of age, the largest group of respondents fell within the 31 to 40 years category, comprising 163 individuals or 42.34% of the total. This was followed by those aged 21 to 30 years, representing 113 respondents or 29.35%. The 41 to 50 years group included 72 respondents (18.70%), while over 50 years made up 20 respondents (5.19%). The smallest group was under 20 years, accounting for only 17 respondents (4.42%). For educational level, a majority of the respondents held a Master's degree, totaling 206 individuals or 53.51%. Those with a Bachelor's degree constituted 119 respondents (30.91%), while 60 respondents (15.58%) had lower than a Bachelor's degree. Regarding employment status, the largest proportion of respondents were own business, accounting for 182 individuals or 47.27%. This is followed by employed participants, totaling 133 (34.55%). Retired individuals made up 41 (10.65%) of the respondents, and students accounted for 29 (7.53%). These figures reveal that while a significant number of respondents are currently do their own business, biggest portion is actively employed, with smaller segments being either retired or still studying. In terms of marital status, 210 respondents (54.55%) were married, which represents the majority. Single individuals accounted for 138 (35.84%), while 37 respondents (9.61%) selected other. When analyzing income levels, the majority of respondents 226 individuals (58.70%)—reported earning over 1,000,000. This suggests a relatively high-income profile among the sample. Other significant income ranges included both the 600,001–800,000 and 800,001–1,000,000 brackets, each with 52 respondents (13.51%). A smaller number reported earning 200,000–400,000 (38 respondents or 9.87%) and 400,001–600,000 (20 respondents or 5.19%). Regarding the frequency of visits to Kyaik Htee Yoe Pagoda, the majority of respondents 201 individuals (52.21%) have visited two to three times. 97 respondents (25.19%) reported visiting once, while 87 respondents (22.60%) indicated.

Table (4.1) Demographic Characteristics of Respondents

No	Demographic Profile	Particular	No. of Respondents	Percent
Total			385	100%
1	Gender	Male	184	47.79
		Female	201	52.21
2	Age	Under 20 years	17	4.42
		21 to 30 years	113	29.35
		31 to 40 years	163	42.34
		41 to 50 years	72	18.70
		over 50 years	20	5.19
3	Education Level	Lower than Bachelor's degree	60	15.58
		Bachelor's degree	119	30.91
		Master's degree	206	53.51
4	Occupation	Student	29	7.53
		Employed	133	34.55
		Own Business	182	47.27
		Retired	41	10.65
5	Marital Status	Single	138	35.84
		Married	210	54.55
		Other	37	9.61
6	Income	200,000 – 400,000	38	9.87
		400,001 - 600,000	20	5.19
		600,001 – 800,000	52	13.51
		800,001 – 1,000,000	52	13.51
		Over 1,000,000	226	58.70
7	I visited Kyaik Htee Yoe Pagoda	One time	97	25.19
		Two to Three times	201	52.21
		Over three times	87	22.60

Source: Survey data (2025)

4.3 Reliability Test

When analyzing data, it is important to ensure that the variables are reliable. To assess this, researchers often use Cronbach's Alpha, a method introduced in 1951. Cronbach's Alpha measures how consistently the variables relate to each other. For example, when using a five-point Likert scale, a Cronbach's Alpha value closer to 1.00 indicates higher reliability. If the value is below 0.60, the reliability is considered poor. Values between 0.60 and 0.80 are generally seen as good and acceptable.

Table (4.2) Reliability Test of the Variables

No.	Particulars	No. of Items	Cronbach's Alpha
1	Accessibility	7	0.773
2	Environment	8	0.849
3	Safety	8	0.719
4	Human aspects	7	0.727
5	Experience	8	0.771
6	Technological Quality	8	0.736
7	Visitor Satisfaction	5	0.911
8	Revisit intention	5	0.875

Source: Survey data (2025)

According to the results shown in Table 4.2, all Cronbach's alpha values range from 0.7 to 0.9. This indicates that the data collected in this survey are reliable and of good quality. These results demonstrate good internal consistency, confirming that the sample size used in this study is dependable for analysis.

4.4 Descriptive Statistical Analysis

To continue the study, questionnaires using five-point Likert scales were given to 385 respondents. The answers collected were analyzed using the method described by Best (1977). According to Best's scale interpretation, the scores are divided into five levels: 1.00–1.80 means very low, 1.81–2.60 means low, 2.61–3.40 means neutral, 3.41–4.20 means high, and 4.21–5.00 means very high.

Table (4.3) Likert Scale Score Interpretation

No.	Mean Score Between	Interpretation
1	1.00-1.80	Very Low
2	1.81-2.60	Low
3	2.61-3.40	Neutral
4	3.41-4.20	High
5	4.21-5.00	Very High

Source: Best (1977)

4.5 Perception on Service Quality

This question was designed to understand which factors influence tourist satisfaction. A five-point Likert scale was used to measure the quality of services at the tourist destination (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). Therefore, if the average score is higher than 3.4, it can be interpreted that tourists have a positive attitude towards the destination. On the other hand, if the average score is lower than 3.4, it suggests that tourists have a negative attitude towards it.

4.5.1 Perception on Accessibility

In this study, there are seven elements for accessibility of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.4)

Table (4.4) Mean Value of Accessibility

No.	Particular	Mean Score	Std Dev
1	The transportation service for visitors to reach Kyaik Htee Yoe Pagoda are convenient and reliable.	4.12	0.74
2	The parking areas at the Kinpun base camp are sufficient and well-maintained.	4.05	0.75
3	Signboard are clear and visible, as well as information desks or service provider are available to guide visitors to and within the pagoda.	4.02	0.84
4	Digital navigation tools (e.g., mobile apps, websites) provide accurate and up-to-date information about the pagoda.	3.98	0.70
5	Facilities such as restrooms and seating areas are clean, functional, and accessible to all visitors, including the elderly and disabled.	4.13	0.82
6	Kyaik Htee Yoe pagoda is accessible to visitors in all seasons, including during rainy and hot weather.	4.13	0.61
7	Emergency exits and safety instructions are clearly guided at the pagoda complex.	4.51	0.60
Overall Mean Score		4.13	

Source: Survey data (2025)

In Table (4.4) the result presents the individual mean score of seven questions, the result represents that "Emergency exits and safety instructions are clearly guided at the pagoda complex" has the highest score 4.51 which was higher than the neutral value of 3. "Digital navigation tools (e.g., mobile apps, websites) provide accurate and up-to-date information about the pagoda." has the lowest score 3.98 which was higher than the neutral value of 3. The overall mean is 4.13 and it indicate the accessibility of Kyaik Htee Yoe Pagoda are very well.

4.5.2 Perception on Environment

In this study, there are eight elements for environment of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.5)

Table (4.5) Mean Value of Environment

No.	Particular	Mean Score	Std Dev
1	The natural environment around Kyaik Htee Yoe Pagoda is kept clean and free from pollution (such as litter, air, and noise pollution).	4.16	0.84
2	Green spaces within the pagoda area are well maintained.	3.94	0.49
3	The relevant authorities are effectively preserves the cultural and historical heritage of Kyaik Htee Yoe Pagoda.	4.20	0.81
4	Resources such as water, energy, and waste are managed responsibly at the pagoda.	3.90	0.55
5	Recycling bins are provided, and visitors are supported in minimizing their environmental impact.	4.14	0.78
6	There are clear policies notification are place to protect the natural surroundings and prioritize sustainable development at the pagoda.	4.01	0.60
7	The management collaborates with local communities to preserve the environment around the pagoda.	4.12	0.76
8	The management actively promotes environmental sustainability awareness and encourages visitors to participate in conservation efforts.	4.12	0.63
Overall Mean Score		4.07	

Source: Survey data (2025)

According to the Table (4.5), the result represents that the individual mean score of eight questions, "The relevant authorizes are effectively preserves the cultural and historical heritage of Kyaik Htee Yoe Pagoda" has the highest score 4.20 which was higher than the neutral value of 3. "Resources such as water, energy, and waste are managed responsibly at the pagoda." has the lowest score 3.90 which was higher than the neutral value of 3. The overall mean is 4.07 and it indicate the environment of Kyaik Htee Yoe Pagoda are very well.

4.5.3 Perception on Safety

In this study, there are eight elements for safety of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.6)

Table (4.6) Mean Value of Safety

No.	Particular	Mean Score	Std Dev
1	The pagoda area is well-maintained to prevent accidents or injuries.	4.44	0.60
2	Pathways and stairs within the pagoda are safe and easy to navigate.	4.28	0.56
3	Adequate lighting is provided throughout the pagoda area to ensure safe movement during visiting hours.	4.40	0.59
4	Health and hygiene standards at the pagoda are properly maintained.	4.31	0.57
5	Emergency facilities (such as first aid) are readily available for visitors.	4.31	0.63
6	Security personnel are present and visible throughout the pagoda grounds.	4.35	0.59
7	The pagoda enforces rules and guidelines to protect visitors from harm or misconduct, including theft and shoplifting.	4.32	0.59
8	The management effectively addresses safety concerns raised by visitors.	4.37	0.63
Overall Mean Value		4.35	

Source: Survey data (2025)

According to the Table (4.6), the result represents that the individual mean score of eight questions. "The pagoda area is well-maintained to prevent accidents or injuries." has the highest score 4.44, which was higher than the neutral value of 3." Pathways and stairs within the pagoda are safe and easy to navigate " has the lowest score 4.28 which was higher than the neutral value of 3. The overall mean is 4.35 and it indicate the safety of Kyaik Htee Yoe Pagoda are very well.

4.5.4 Perception on Technological Quality

In this study, there are eight elements for technological quality of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.7)

Table (4.7) Mean Value of Technological Quality

No.	Particular	Mean Score	Std Dev
1	The pagoda offers an efficient and user-friendly online reservation or booking system for visitors.	3.97	0.73
2	Information about the pagoda, including opening hours and services, is easily accessible online.	3.75	0.74
3	Free and reliable Wi-Fi or internet access is available to visitors at the pagoda.	3.84	0.68
4	Mobile phone network coverage is strong and consistent throughout the pagoda area.	3.86	0.63
5	Digital signboards or screens provide clear and updated information to visitors within the pagoda.	3.88	0.66
6	The pagoda provides digital maps or navigation tools to help visitors find their way easily.	3.61	0.52
7	Service Provider are knowledgeable and skilled in using technology to assist visitors	3.57	0.54
8	Service Provider respond promptly to visitor inquiries made through digital channels	3.54	0.53
Overall Mean Value		3.75	

Source: Survey data (2025)

According to the Table (4.7), the result represents that the individual mean score of eight questions "Digital signboards or screens provide clear and updated information to visitors within the pagoda." has the highest score 3.88 which was higher than the neutral value of 3. "Service Provider respond promptly to visitor inquiries made through digital channels. " has the lowest score 3.54 which was higher than the neutral value of 3. The overall mean is 3.75 and it indicate the technological quality of Kyaik Htee Yoe Pagoda are going well.

4.5.5 Perception on Human Aspects

In this study, there are seven elements for human aspects of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.8)

Table (4.8) Mean Value of Human Aspects

No.	Particular	Mean Score	Std Dev
1	Service providers at Kyaik Htee Yoe Pagoda are high levels of skill and professionalism in their work.	4.38	0.71
2	Service providers are knowledgeable about the services they provide and respond promptly to visitor inquiries.	4.22	0.56
3	Service providers treat visitors with courtesy, patience, and respect.	4.43	0.63
4	The friendliness and positive attitude of service providers enhance my overall experience.	4.22	0.52
5	Service providers show genuine interest in assisting visitors to have a pleasant experience.	4.48	0.60
6	Service providers effectively handle visitor complaints or problems.	4.18	0.55
7	Service providers are attentive and patient when dealing with visitors.	4.40	0.65
Overall Mean Value		4.33	

Source: Survey data (2025)

According to the Table (4.8), the result represents that the individual mean score of seven questions "Service providers show genuine interest in assisting visitors to have a pleasant experience." has the highest score 4.48 which was higher than the neutral value of 3. "Service providers effectively handle visitor complaints or problems. " has the lowest score 4.18 which was higher than the neutral value of 3. The overall mean is 4.33 and it indicate the Human Aspects of Kyaik Htee Yoe Pagoda are very well.

4.5.6 Perception on Experience

In this study, there are eight elements for experience of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.9)

Table (4.9) Mean Value of Experience

No.	Particular	Mean Score	Std Dev
1	The service providers' professional skills are well and get an unforgettable experience	4.37	0.71
2	Service providers treat visitors with courtesy and respect at all times.	4.25	0.58
3	Communication with the service providers are clear and easy for visitors to understand.	4.42	0.65
4	Service providers respond promptly to visitor questions and requests.	4.23	0.57
5	Service providers offer opportunities for visitors to learn about local culture and history.	4.45	0.61
6	It's fun to make friends with local people and increase the knowledge	4.19	0.55
7	Interactions with the service providers enhance the overall visitor experience at the pagoda.	4.48	0.59
8	The quality of service from the service providers creates a memorable and positive experience for visitors.	4.24	0.60
Overall Mean Value		4.33	

Source: Survey data (2025)

According to the Table (4.9), the result represents that the individual mean score of eight questions. "Interactions with the service providers enhance the overall visitor experience at the pagoda." has the highest score 4.48 which was higher than the neutral value of 3. "Service providers actively help visitors to interact with and understand the local community" has the lowest score 4.19 which was higher than the neutral value of 3. The overall mean is 4.33 and it indicate the experience of Kyaik Htee Yoe Pagoda are very well.

4.6 Perception on Visitor Satisfaction

In this study, there are five elements for visitor satisfaction of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.10)

Table (4.10) Mean Value of Visitor Satisfaction

No.	Particular	Mean Score	Std Dev
1	The quality of services provided at Kyaik Htee Yoe Pagoda met my expectations	4.15	0.76
2	The facilities at the pagoda (such as food, accommodation, and transportation) were comfortable and satisfactory.	4.03	0.68
3	The cleanliness and maintenance of the pagoda and its surroundings were satisfactory.	4.10	0.71
4	The natural environment and scenery at the pagoda enhanced my overall satisfaction.	3.97	0.76
5	The cultural and historical aspects of the pagoda enriched my visit experience.	4.10	0.71
Overall Mean Value		4.07	

Source: Survey data (2025)

According to the Table (4.10), the result represents that the individual mean score of five questions. "The quality of services provided at Kyaik Htee Yoe Pagoda met my expectations" has the highest score 4.15 which was higher than the neutral value of 3. "The natural environment and scenery at the pagoda enhanced my overall satisfaction." has the lowest score 3.97 which was higher than the neutral value of 3. The overall mean is 4.07 and it indicate the visitor satisfaction of Kyaik Htee Yoe Pagoda, the survey results are acceptable.

4.6 Perception on Revisit Intention

In this study, there are five elements for revisit intention of the Kyaik Htee Yoe Pagoda. The data are described about mean, overall mean and standard deviation based on the result are presented in Table (4.11)

Table (4.11) Mean Value of Revisit Intention

No.	Particular	Mean Score	Std Dev
1	Feeling happier than expected after visiting the pagoda	4.19	0.65
2	Loving trip o Kyaik Htee Yoe Pagoda	4.11	0.60
3	Going to Kyaik Htee Yoe Pagoda trip make happy	4.18	0.61
4	Plan to revisit the pagoda	3.98	0.62
5	Recommendation Kyaik Htee Yoe Pagoda to other	4.09	0.59
Overall Mean Value		4.11	

Source: Survey data (2025)

According to the Table (4.11), the result represents that the individual mean score of five questions. "Feeling happier than expected after visiting the pagoda" has the highest score 4.19 which was higher than the neutral value of 3. " Plan to revisit the pagoda." has the lowest score 3.98 which was higher than the neutral value of 3. The overall mean is 4.11 and it indicate the revisit intention of Kyaik Htee Yoe Pagoda, the survey results are acceptable.

4.7 Analysis the Effect of Service Quality on Visitor Satisfaction

The results of a multiple regression research on the effect of service quality on visitor satisfaction are shown in Table (4.12). In this study, three variables have an impact on service quality.

Table (4.12) Effect of Service Quality on Visitor Satisfaction

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-0.79	0.375		-2.106	0.036	
Accessibility	0.684***	0.061	0.519	11.126	0.000	1.767
Environment	-0.084	0.053	-0.065	-1.598	0.111	1.352
Safety	0.166*	0.09	0.092	1.839	0.067	2.036
Technological Quality	0.459***	0.077	0.277	6.001	0.000	1.731
Human Aspects	-0.039	0.097	-0.024	-0.408	0.684	2.731
Experience	0.023	0.095	0.014	0.246	0.806	2.735
R Square	0.535					
Adjusted R Square	0.528					
F Value	72.542					

*** Significant at 1% level

* Significant at 10% level

Source: Survey data (2025)

The regression analysis results are presented in Table 4.13. Result found that Accessibility, Technological Quality and Safety have simulated level of effect on visitor satisfaction according to the result of analysis. Overall, the model is strong, explaining 53.5% of the change in visitor satisfaction ($R^2 = .535$). The adjusted R-squared (.528) is very close, confirming the model's reliability.

The most important finding is that Accessibility has the biggest positive impact on visitor satisfaction ($\beta = .684$). This relationship is highly significant ($p < .001$), showing that features like clear information, easy-to-find signage, and clean, functional facilities are crucial for ensuring visitors are satisfied.

The analysis also found that Technical Quality was a significant positive predictor of visitor satisfaction ($\beta = .459$, $t = 6.001$, $p < .001$). This finding suggests that visitor satisfaction is higher when the destination provides reliable technical services and well-maintained infrastructure, including online resources. Finally, Safety had a positive impact on visitor satisfaction ($\beta = .166$, $t = 1.839$, $p < .10$). While not as strong as other factors, this result shows that a secure environment is also an important aspect of visitor satisfaction.

Table (4.13) Effect of Visitor Satisfaction on Revisit Intention

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.323	0.25		3.267	0
VSMean	1.277	0.66	0.808	19.91	0
R Square	0.655				
Adjusted R Square	0.652				
F Value	373.11				

*** Significant at 1% level

Source: Survey data (2025)

Table (4.13) presents the results of a regression analysis examining the relationship between visitor satisfaction and revisit intention. The p-value for visitor satisfaction is 0.000, which is below the 1% significance level ($p < 0.01$). This indicates that visitor satisfaction is a statistically significant predictor of revisit intention. The standardized coefficient (Beta) is 3.323, which is positive, meaning that as visitor satisfaction increases, revisit intention also increases.

CHAPTER V

CONCLUSION

This final chapter presents the conclusion of the study based on the data analysis and consists of three main sections. The first section finding and discusses from the previous chapters. The second section is suggestions and recommendations derived from these findings. The last section highlights the need for further study. This study explored how service quality affects visitor satisfaction and revisit intention among visitors to Kyite Htee Yoe Pagoda.

5.1 Findings and Discussions

Data collected from three hundred and sixty-five visitors showed that service quality significantly impacts visitor satisfaction. The typical visitor profile is a middle-aged woman who is well-educated, holding at least one academic degree. A significant number of these visitors are business owners with a stable income. Furthermore, most were repeat visitors, having been to the pagoda two or three times previously. This information suggests that the primary motivation for their visits is religious, as they come to the pagoda for prayer and to express their faith.

This study found that several key factors have a significant impact on visitor satisfaction at Kyaiktiyo Pagoda. Accessibility was found to be a major contributor to a positive visitor experience. This includes the ease of travel to the destination, the presence of clear and visible directional signs, and the simple availability of information. Technological quality also played a significant role. Visitors reported higher satisfaction when they could easily find information about the pagoda online, make reservations, and receive timely updates through modern technology. Safety was identified as a crucial factor. A reliable and effective security system at the pagoda contributed to visitors feeling safe and secure, which positively impacted their satisfaction, especially for those who stay overnight on the main platform.

The effect of service quality on visitor satisfaction at Kyite Htee Yoe Pagoda is indicate that high-quality services have a direct positive effect on visitor satisfaction. In particular, easy access, modern techonological and strong safety measures are key

factors that improve satisfied visitors feel. When visitors receive good service, they tend to have a more enjoyable experience.

Visitor satisfaction influences their intention to revisit the pagoda. The study found that visitors who are more satisfied are more likely to return to Kyite Htee Yoe Pagoda in the future. If satisfaction is increase, the desire to revisit but also enhance and visitors are sharing their positive experiences with family and friends, both in person and on social media.

In Summary, service quality is a critical driver of visitor satisfaction at Kyaiktiyo Pagoda. Specifically, the research identifies accessibility, modern technological integration, and strong safety measures as the most significant factors in creating a positive visitor experience. When these services are of high quality, visitor satisfaction increases, which in turn strongly influences their intention to return. Furthermore, satisfied visitors are more likely to share their positive experiences with others, both in person and through social media, effectively promoting the pagoda and encouraging future tourism. Improving the service quality at Kyite Htee Yoe Pagoda is important for increasing both visitor satisfaction and revisit intention. The study strongly supports the idea that focusing on service quality will lead to better outcomes for tourism at this site.

5.2 Suggestions and Recommendations

Based on the study findings on service quality, visitor satisfaction, and revisit intention at Kyite Htee Yoe Pagoda, the following recommendations are proposed. Accessibility conversation efforts should be made to improve travel guidance and transportation services to make the site more accessible. During peak pilgrimage periods, proper arrangements should be in place so that visitors can reach the pagoda easily. On busy days, transportation services such as mountain shuttles should be well-organized to ensure safe and efficient movement for visitors. For environment, special attention should be given to maintaining clean surroundings, promoting cultural respect, and managing natural resources such as water. Waste disposal systems should be improved, and the natural environment should be protected and preserved to enhance the visitor experience.

Visitor inquiries should be answered quickly and clearly, and every effort should be made to build trust and confidence in the services provided. Improving responsiveness and reliability will further strengthen visitor satisfaction. Clear and transparent pricing, especially for accommodation services, is essential. Frequent changes in prices based on seasonal demand can lead to visitor dissatisfaction, as it may not meet their expectations. Therefore, pricing policies should be made more predictable and transparent to build trust.

Trust and ensuring visitor safety should be top priorities in all service improvement efforts. Ensuring that visitors feel safe and confident in the services provided will significantly enhance their overall satisfaction and willingness to revisit. Basic facilities and infrastructure should be improved and regularly maintained. During peak visitor periods, it is important to ensure that accommodation and public facilities are sufficient to meet the demand. Special attention should be given to controlling fluctuations in room and food prices, as inconsistent pricing can negatively affect visitor satisfaction.

In conclusion, several key recommendations are proposed to enhance the overall visitor experience at Kyite Htee Yoe Pagoda,. It is essential to improve physical accessibility by better organizing transportation services, especially during peak seasons, and by maintaining and upgrading basic facilities to meet visitor demand. To build trust, management should establish clear, transparent, and predictable pricing for accommodation and food, while also ensuring that all visitor inquiries are handled promptly and reliably. Furthermore, a dual focus on visitor safety and environmental preservation is crucial; this includes improving security measures and implementing effective systems for waste disposal and resource conservation. Collectively, these improvements will significantly boost visitor satisfaction, strengthen trust, and increase the likelihood of repeat visits.

5.3 Need for further studies

This study mainly focuses on domestic visitors. However, more research is needed on international tourist, especially regarding how language barriers and cultural differences affect the quality of service they receive. Visitor numbers can increase or decrease depending on the season (summer, rainy season, winter). Therefore, it is

important to study how service quality and visitor satisfaction change according to different seasons. Besides the TOURQUAL model, it is necessary to compare it with other models such as SERVQUAL, HOLSERV, and DINESERV. This will help identify which model is more effective in measuring service quality. Although this study used a quantitative approach, further study using qualitative methods such as focus group discussions or in-depth interviews is needed. These methods can provide a deeper understanding of visitor experiences. Sometimes, visitor satisfaction and their intention to revisit are influenced not only by their own experiences but also by information shared on social media. Therefore, it is important to study the impact of electronic word-of-mouth (EWOM) on visitor perceptions.

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Online

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APPENDIX A
QUESTIONNAIRE

Dear Respondents,

I am final year student of Master of Hospitality and Tourism Management at Yangon University of Economics. This survey is part of my thesis for the

Master's Degree and the purpose of this research is to understand "Service Quality, Visitor Satisfaction and Revisit Intention at Kyaik Htee Yoe Pagoda, Myanmar."

Your answer will help me complete my study and will also be useful for improving future tourism services. All your responses will be kept private and used only for academic purposes. Thank you for your time and participation.

Section (A) Demographic Profile of Respondent

1. Gender

- Male
 Female

2. Age

- Under 20 years
 21 to 30 years
 31 to 40 years
 41 to 50 years
 Over 50 years

3. Education Level

- Lower than Bachelor's degree
 Bachelor's degree
 Master's degree

4. Occupation

- Student
 Employed
 Own Business
 Other

5.Marital Status

- Single
- Married
- Other

6.Income

- Under 200,000
- 200,000 – 400,000
- 400,001 - 600,000
- 600,001 – 800,000
- 800,001 – 1,000,000
- Over 1,000,000

7. I visited Kyaik Htee Yoe Pagoda

- One time
- Two to Three times
- Over three times

Section (B)

Please answer the following questions with

1 = strongly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = strongly agreed

Accessibility

No.	Questionnaire	1	2	3	4	5
1	The transportation service for visitors to reach Kyaik Htee Yoe Pagoda are convenient and reliable.					
2	The parking areas at the Kinpun base camp are sufficient and well-maintained.					
3	Signboard are clear and visible, as well as information desks or service provider are available to guide visitors to and within the pagoda.					
4	Digital navigation tools (e.g., mobile apps, websites) provide accurate and up-to-date information about the pagoda.					
5	Facilities such as restrooms and seating areas are clean, functional, and accessible to all visitors, including the elderly and disabled.					
6	Kyaik Htee Yoe pagoda is accessible to visitors in all seasons, including during rainy and hot weather.					
7	Emergency exits and safety instructions are clearly guided at the pagoda complex.					

Environment

Questionnaire		1	2	3	4	5
1	The natural environment around Kyaik Htee Yoe Pagoda is kept clean and free from pollution (such as litter, air, and noise pollution).					
2	Green spaces within the pagoda area are well maintained.					
3	The relevant authorities are effectively preserves the cultural and historical heritage of Kyaik Htee Yoe Pagoda.					
4	Resources such as water, energy, and waste are managed responsibly at the pagoda.					
5	Recycling bins are provided, and visitors are supported in minimizing their environmental impact.					
6	There are clear policies notification are place to protect the natural surroundings and prioritize sustainable development at the pagoda.					
7	The management collaborates with local communities to preserve the environment around the pagoda.					
8	The management actively promotes environmental sustainability awareness and encourages visitors to participate in conservation efforts.					

Safety

Questionnaire		1	2	3	4	5
1	The pagoda area is well-maintained to prevent accidents or injuries.					
2	Pathways and stairs within the pagoda are safe and easy to navigate.					
3	Adequate lighting is provided throughout the pagoda area to ensure safe movement during visiting hours.					
4	Health and hygiene standards at the pagoda are properly maintained.					
5	Emergency facilities (such as first aid) are readily available for visitors.					
6	Security personnel are present and visible throughout the pagoda grounds.					
7	The pagoda enforces rules and guidelines to protect visitors from harm or misconduct, including theft and shoplifting.					
8	The management effectively addresses safety concerns raised by visitors.					

Technological Quality

Questionnaire		1	2	3	4	5
1	The pagoda offers an efficient and user-friendly online reservation or booking system for visitors.					
2	Information about the pagoda, including opening hours and services, is easily accessible online.					
3	Free and reliable Wi-Fi or internet access is available to visitors at the pagoda.					
4	Mobile phone network coverage is strong and consistent throughout the pagoda area.					
5	Digital signboards or screens provide clear and updated information to visitors within the pagoda.					
6	The pagoda provides digital maps or navigation tools to help visitors find their way easily.					
7	Service Provider are knowledgeable and skilled in using technology to assist visitors					
8	Service Provider respond promptly to visitor inquiries made through digital channels					

Human aspects

Questionnaire		1	2	3	4	5
1	Service providers at Kyaik Htee Yoe Pagoda are high levels of skill and professionalism in their work.					
2	Service providers are knowledgeable about the services they provide and respond promptly to visitor inquiries.					
3	Service providers treat visitors with courtesy, patience, and respect.					
4	The friendliness and positive attitude of service providers enhance my overall experience.					
5	Service providers show genuine interest in assisting visitors to have a pleasant experience.					
6	Service providers effectively handle visitor complaints or problems.					
7	Service providers are attentive and patient when dealing with visitors.					

Experience

Questionnaire		1	2	3	4	5
1	The service providers' professional skills are well and get an unforgettable experience					
2	Service providers treat visitors with courtesy and respect at all times.					
3	Communication with the service providers are clear and easy for visitors to understand.					
4	Service providers respond promptly to visitor questions and requests.					
5	Service providers offer opportunities for visitors to learn about local culture and history.					
6	It's fun to make friends with local people and increase the knowledge					
7	Interactions with the service providers enhance the overall visitor experience at the pagoda.					
8	The quality of service from the service providers creates a memorable and positive experience for visitors.					

Visitor Satisfaction

Questionnaire		1	2	3	4	5
1	The quality of services provided at Kyaik Htee Yoe Pagoda met my expectations					
2	The facilities at the pagoda (such as food, accommodation, and transportation) were comfortable and satisfactory.					
3	The cleanliness and maintenance of the pagoda and its surroundings were satisfactory.					
4	The natural environment and scenery at the pagoda enhanced my overall satisfaction.					
5	The cultural and historical aspects of the pagoda enriched my visit experience.					

Revisit intention

	Questionnaire	1	2	3	4	5
1	I felt very happy emotional feeling to the pagoda during my visit					
2	The atmosphere at the Kyaik Htee Yoe Pagoda was peaceful and spiritually fulfilling					
3	My visit to the Kyaik Htee Yoe Pagoda was a memorable and enriching experience.					
4	I plan to revisit the pagoda within the next year.					
5	I would recommend Kyaik Htee Yoe Pagoda to my friends and family.					

APPENDIX B

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.773	7

Reliability Statistics	
Cronbach's Alpha	N of Items
.849	8

Reliability Statistics	
Cronbach's Alpha	N of Items
.719	8

Reliability Statistics	
Cronbach's Alpha	N of Items
.727	7

Reliability Statistics	
Cronbach's Alpha	N of Items
.771	8

Reliability Statistics	
Cronbach's Alpha	N of Items
.736	8

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	5

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	5

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	184	18.4	47.8	47.8
	Female	201	20.1	52.2	100.0
	Total	385	38.5	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	17	1.7	4.4	4.4
	21 to 30	113	11.3	29.4	33.8
	31 to 40	163	16.3	42.3	76.1
	41 to 50	72	7.2	18.7	94.8
	over 50	20	2.0	5.2	100.0
	Total	385	38.5	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than Bachelor's degree	60	6.0	15.6	15.6
	Bachelor's degree	119	11.9	30.9	46.5
	Master's degree	206	20.6	53.5	100.0
	Total	385	38.5	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	29	2.9	7.5	7.5
	Employed	133	13.3	34.5	42.1
	Own Business	182	18.2	47.3	89.4
	Retired	41	4.1	10.6	100.0
	Total	385	38.5	100.0	

Marital_Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	138	13.8	35.8	35.8
	Married	210	21.0	54.5	90.4
	Other	37	3.7	9.6	100.0
	Total	385	38.5	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200,000 – 400,000	35	3.5	9.1	9.1
	400,001 - 600,000	20	2.0	5.2	14.3
	600,001 – 800,000	52	5.2	13.5	27.8
	800,001 – 1,000,000	52	5.2	13.5	41.3
	Over 1,000,000	226	22.6	58.7	100.0
	Total	385	38.5	100.0	

Visit Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One time	97	9.7	25.2	25.2
	Two to Three times	201	20.1	52.2	77.4
	Over three times	87	8.7	22.6	100.0
	Total	385	38.5	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
ACC1	385	4.1169	.73552
ACC2	385	4.0545	.75321
ACC3	385	4.0234	.83975
ACC4	385	3.9766	.69745
ACC5	385	4.1273	.82089
ACC6	385	4.1273	.60974
ACC7	383	4.5144	.60033
Valid N (listwise)	383		

Descriptive Statistics

	N	Mean	Std. Deviation
ENV1	385	4.1610	.83544
ENV2	385	3.9403	.48848
ENV3	385	4.1974	.81169
ENV4	385	3.8961	.54925
ENV5	385	4.1351	.78225
ENV6	385	4.0052	.59510
ENV7	385	4.1247	.76379
ENV8	385	4.1195	.62605
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
SAF1	385	4.4442	.59741
SAF2	385	4.2805	.55833
SAF3	385	4.3974	.58674
SAF4	385	4.3065	.56788
SAF5	385	4.3117	.62624
SAF6	385	4.3532	.58621
SAF7	385	4.3195	.59447
SAF8	385	4.3662	.63196
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
HMA1	385	4.3792	.71194
HMA2	385	4.2156	.55693
HMA3	385	4.4312	.63415
HMA4	385	4.2182	.51960
HMA5	385	4.4779	.60394
HMA6	385	4.1818	.55263
HMA7	385	4.3974	.64590
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
EXP1	385	4.3740	.71469
EXP2	385	4.2468	.58085
EXP3	385	4.4234	.64548
EXP4	385	4.2312	.57379
EXP5	385	4.4468	.61058
EXP6	385	4.1870	.55089
EXP7	385	4.4779	.58644
EXP8	385	4.2390	.60384
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
TQ1	385	3.9662	.73343
TQ2	385	3.7481	.73697
TQ3	385	3.8416	.67957
TQ4	385	3.8649	.62703
TQ5	385	3.8779	.65603
TQ6	385	3.6104	.51931
TQ7	385	3.5714	.54075
TQ8	385	3.5377	.53450
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
VS1	385	4.1532	.76369
VS2	385	4.0286	.67832
VS3	385	4.0987	.71489
VS4	385	3.9740	.75990
VS5	385	4.0987	.70757
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
RVI1	385	4.1948	.64628
RVI2	385	4.1143	.59724
RVI3	385	4.1766	.61235
RVI4	385	3.9844	.62481
RVI5	385	4.0909	.59033
Valid N (listwise)	385		

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.732 ^a	.535	.528	.42821	.535	72.542	6	378	.000

a. Predictors: (Constant), EXPmean, TQmean, ENVMean, ACCmean, SAFmean, HMAmean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.808	6	13.301	72.542	.000 ^b
	Residual	69.310	378	.183		
	Total	149.118	384			

a. Dependent Variable: VSMean

b. Predictors: (Constant), EXPmean, TQmean, ENVMean, ACCmean, SAFmean, HMAmean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.790	.375		-2.106	.036		
	ACCmean	.684	.061	.519	11.126	.000	.566	1.767
	ENVMean	-.084	.053	-.065	-1.598	.111	.740	1.352
	SAFmean	.166	.090	.092	1.839	.067	.491	2.036
	TQmean	.459	.077	.277	6.001	.000	.578	1.731
	HMAmean	-.039	.097	-.024	-.408	.684	.366	2.731

EXPmean	.023	.095	.014	.246	.806	.366	2.735
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a. Dependent Variable: VSMean

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	ACCmean	ENVmean	SAFmean	TQmean	HMAmean	EXPmean
1	1	6.962	1.000	.00	.00	.00	.00	.00	.00	.00
	2	.018	19.666	.00	.13	.08	.01	.10	.01	.01
	3	.008	29.103	.01	.00	.88	.02	.02	.03	.04
	4	.005	37.631	.17	.71	.02	.00	.29	.00	.00
	5	.003	49.082	.29	.07	.00	.28	.30	.17	.12
	6	.002	56.513	.53	.09	.02	.69	.29	.02	.02
	7	.002	63.476	.00	.00	.01	.00	.00	.77	.81

a. Dependent Variable: VSMean

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	
					F Change	df1	df2		
1	.807 ^a	.655	.652	.38721	655	373.110	1	383	.000

a. Predictors: (Constant), IVMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.038	1	57.470	373.110	.000 ^b
	Residual	29.351	193	.151		
	Total	84.821	194			

a. Dependent Variable: IVMean

b. Predictors: (Constant), VSMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.323	.250		3.267	.000		
	VSMean	1.277	.066	.803	19.910	.000	1.000	1.000

a. Dependent Variable: IVMean