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THE DIRECT AND INDIRECT INFLUENCE OF EXPERIENCE QUALITY ON SATISFACTION: IMPORTANCE OF EMOTIONS.

González-Rodríguez, M. Rosario
Department of Applied Economics I, University of Seville
Faculty of Economics and Business Sciences
Av. Ramón y Cajal, 1, 41018 Seville (Spain)
rosaglez@us.es
ORCID: 0000-0002-6484-4128

Domínguez-Quintero, Ana M.
Department of Applied Economics I, University of Seville
Faculty of Economics and Business Sciences
Av. Ramón y Cajal, 1, 41018 Seville (Spain)
anadq@us.es
ORCID: 0000-0001-5066-0216

Paddison, Brendan
York Business School, York St John University
Lord Mayor's Walk, York, YO31 7EX (United Kingdom)
b.paddison@yorksj.ac.uk
ORCID: 0000-0003-2896-2837

Abstract

This paper examines visitor satisfaction in the context of heritage tourism in the tourist-historic heritage destinations, Seville and York. The study investigates the direct and indirect relationships between quality of experience, perceived value and emotion on satisfaction. The results show that the quality of experience positively and directly influences satisfaction through the cognitive variable perceived value and the affective variable emotions. The indirect effect of quality of experience through emotions on satisfaction was greater compared with the indirect effective through perceived value. Therefore, this study draws attention to the importance of quality of experience and emotion on visitor satisfaction. Given that heritage tourism has the potential to elicit emotional and experiential responses by visitors, these findings have significant management implication for heritage destination managers.

Key words: Experience quality, satisfaction, perceived value, emotions, heritage tourism

Introduction

The importance of understanding customer satisfaction in tourism has been widely acknowledged (Su & Hsu 2013). In previous tourism research concerned with understanding tourist satisfaction and loyalty, the major variables used were service quality and perceived value, both of which are cognitive variables (Oliver, 1997; Tarn, 1999; Giese & Cote, 2000). More recent studies of tourist satisfaction suggest that the affective component, i.e. the Quality of the Experience, has an increasingly important role in the process of forming satisfaction judgments amongst tourists (De Rojas & Camarero, 2008; Yüksel, Yüksel & Bilim, 2010; Han & Jeong, 2013). Quality of Experience recognises the subjective and personal reactions and feelings expressed by consumers when they consume a service (Otto & Richie, 1996). Substituting Quality of Service with Quality of Experience has been found to be a more appropriate variable to understand tourist satisfaction (Chen & Chen, 2010), with Quality of Experience positively and directly influencing tourist satisfaction and perceived value (Altunel & Erkut, 2015; Jin, Lee & Lee, 2015; Kao, Huang & Wu, 2008). The recognition of the significance of the affective component has resulted in research that combines both cognitive and affective variables in understanding satisfaction judgements (De Rojas & Camarero, 2008; Rodríguez Del Bosque & San Martín, 2008; Chen & Chen, 2010; Jin, Lee & Lee, 2015; Ali, Amin & Ryu, 2016).

Substituting Quality of Service with Quality of Experience draws attention to the emotion variable, also an affective variable, which has been found to have a direct influence on satisfaction (Zins, 2002; De Rojas & Camarero, 2008; Rodríguez & San Martín, 2008; Ali et al., 2016). However, the relationship between Quality of Experience, Emotion and Satisfaction thus far remains largely unexplored (Chen & Chen, 2010; Altunel & Erkut, 2015; Jin, Lee & Lee; 2015; Prayag, Hosany, Muskat & Chiappa, 2017), with inconclusive research regarding the impact of Quality of Experience on tourist satisfaction when considered through emotion (Zins, 2002; Lee, 2015).

Given the importance of experiential benefits to satisfaction in heritage tourism, further understanding and analysis is needed (Otto & Ritichie, 1996; Chen & Chen, 2010). The purpose of this paper, therefore, is to analyse the relationship between the Quality of Experience, Perceived Value, and Emotion variables with regards to their impact and influence on tourist satisfaction in a heritage tourism context. As far as our knowledge is concerned, the relationship between quality of experience and emotions is especially unexplored. This study is concerned with understanding the direct and indirect effects of each variable and therefore seeks to examine whether experience quality exerts an indirect effect on satisfaction through perceived value, whether experience quality exerts an indirect effect on satisfaction through emotions and which of these two indirect effects are greater. Two tourist-historic heritage destinations, Seville, Spain and York, United Kingdom, were chosen for the collection of the empirical data for this study and a multi-group analysis was used to test for significant differences in the relationships identified. By investigating this relationship in two major heritage destinations, this

paper is concerned with developing a more informed understanding of the heritage visitor experience and visitor satisfaction, responding to requests for further research in this area (Chen & Chen, 2010).

Theoretical Background and Hypotheses

Quality of Experience

Otto and Ritchie (1995 and 1996) introduced the concept of "Quality of the Experience" and apply this concept to recreational tourism. They define Quality of the experience as the affective component of the experience, which includes subjective, emotional and personal responses to various aspects of service development and leads to overall satisfaction. Otto and Ritchie (1995) break down the construct Quality of the Experience into six dimensions: Hedonic, Interactive, Novelty, Comfort, Safety, and Stimulation. In later work by these same authors, Otto and Ritchie (1996) later summarise these into four dimensions: Hedonics, Peace of mind, Involvement, and Recognition. Hedonics refers to the set of emotional responses related to enjoyment, fun, and the desire to experience different things. Peace of mind is related to physical and mental relaxation needs, comfort, security, and privacy. Involvement includes aspects related to education, participation, control and decision-making during the tourist experience. Recognition includes tourist affective responses derived from having felt important or having been taken into account in the experience. This variable has been used in several studies in the field of tourism in general (Kao, Huang & Wu, 2008; Jin, Lee & Lee, 2015) and in the field of cultural tourism (Chen & Chen, 2010 and 2013; Altunel & Erkut, 2015; Domínguez-Quintero, González-Rodríguez & Paddison, 2018)

Perceived Value

Conceptual research on perceived value has been described as abundant and lacking in systematic processes (Lin, Sher, and Shih, 2005). However, a growing interest in related concepts such as satisfaction and quality has resulted in more recent studies which explore perceived value in the field of tourism in general (Petrick, 2002; Rodríguez Del Bosque & San Martín, 2008; Jin, Lee & Lee, 2015; Prebensen, Kim, & Uysal; 2016) and in the field of cultural tourism (Chen & Chen, 2010; Lee, Phau, Hughes, Li, & Quintal, 2016). According to Zeithaml (1988, p. 14), 'perceived value is the consumer's overall assessment of the utility of a product, based on the perception of what is received and what is delivered'. Perceived value is 'a comparative judgment between what has been received (e.g. the result) and acquisition costs (e.g. financial cost, psychological cost, and effort)' (Oliver, 1997, p. 28). Gallarza and Gil (2006a) offer a review of definitions. Of all the set of definitions, three points stand out: i) the subjective statements predominate. For these authors the subjective perspective must prevail because

the value is not inherent to the products and services, but is experienced by the clients; ii) most of the definitions understand the perceived value as a bidirectional objective assessment, the term trade-off is generally used, thus expressing a balance between costs and benefits; iii) most definitions take into account elements of price and quality.

Emotions

Emotions are intense feelings associated with a particular behaviour (Cohen & Areni 1991). There are two significant theoretical approaches to the study of emotions: categorical and dimensional (Moltó, 1995). In the first approach, the categorical model, emotions are considered a set of discrete and specific affective states, easily recognizable and distinguishable from each other (Plutchick, 1980). In the second approach, the dimensional model, it is argued that emotions are composed of a small number of non-specific dimensions, such as strong-weak, pleasant-unpleasant, and active-passive, upon which a particular emotional state can be located (Mehrabian & Russell, 1974; Watson & Tellegen, 1985). For this approximation, emotions vary continuously over a number of affective dimensions, but there is no distinction between specific positive and negative emotions. Within this framework, Russell (1980) developed a model for demonstrating the emotional state of individuals in a consumer experience proposing that emotions have only two dimensions: Pleasure and Action. The dimension of pleasure varies between pleasure and misery, while the activation dimension varies between arousal and sleepiness. The overlap of these two dimensions gives rise to various emotional situations. From a service perspective, for Holbrook (1995), emotions are physiological responses, cognitive interpretations, phenomenological feelings and expressions of behaviour derived from a consumption experience. This notion of consumption emotions is concerned with 'the affective responses to one's perceptions of the series of attributes that comprise a product or service performance of a service' (Dubé and Menon, 2000, p. 288).

Understanding the emotions elicited by tourism experiences is an important challenge for destination marketers and indeed all tourism operators (Li, Scott and Walters, 2015, p. 805). Emotions arousal is a major motivation for the purchase and consumption of tourist experiences. A number of authors have examined the effect of emotions on the judgments of consumer satisfaction the field of tourism in general (Zins, 2002; Hosany & Gilbert, 2010; Ali, Amin & Ryu, 2016) and cultural tourism in a particular way (De Rojas & Camarero, 2008; Rodríguez & San Martín, 2008; Prayag, Hosany & Odeh, 2013; Su & Hsu, 2013). It has been identified that the emotions provoked in the consumption experience play a mediating or moderating role between other variables and consumer satisfaction. Recently, Prayag et al. (2017) found that there is a relationship between specific emotional responses and tourist satisfaction and call for further research that examines this relationship.

Satisfaction

Oliver (1997, p. 13) defines satisfaction as 'a judgment that a product, or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment'.

In the field of tourism, recent studies have adopted the cognitive-affective approach to satisfaction (De Rojas & Camarero, 2008; Rodríguez & San Martín, 2008; Chen & Chen, 2010; Teixeita et al. 2012; Ali et al., 2016). This approach is adopted in this research and with Satisfaction defined as an individual's cognitive-affective state derived from a tourist experience (Rodríguez and San Martín, 2008).

Relationship between Variables and Hypotheses

The academic literature has studied the influence of different variables in the formation of the satisfaction of tourists. Among these variables and within the cognitive-affective approach of satisfaction, the Perceived Value, the Quality of the Experience and the Emotions have shown a positive and direct influence on satisfaction in the field of tourism in general (Zins, 2002; Gallarza & Gil, 2006b; Jin, Lee & Lee, 2015; Prebensen, Kim, & Uysal, 2016; Ali et al., 2016) and in the field of cultural tourism (De Rojas & Camarero, 2008; Chen & Chen, 2010 & 2013; Altunel & Erkut, 2015; Pandža Bajs, 2015;.Domínguez-Quintero et al., 2018). These three relationships constitute the object of the first three hypotheses of the proposed model:

H1: Quality of the Experience has a positive influence on Satisfaction (a>0).

H2: Perceived Value has a positive influence on Satisfaction (b>0).

H3: Emotions have a positive influence on Satisfaction (c>0).

There is, however, limited research that examines the relationship between the variables of Quality of the Experience and Perceived Value. Several studies have demonstrated the direct and positive influence of the Quality of the Experience on Perceived Value in the field of general tourism (Jin, Lee and Lee, 2015) and in field of cultural tourism (Chen & Chen, 2010 and 2013). We believe that enhancing the quality of a tourist's experience may positively influence the cost-benefit balance that perceived value assesses. This study seeks to advance understanding of this relationship and consequently the fourth hypothesis of the model is proposed:

H4: Quality of the Experience has a positive influence on Perceived Value (d>0).

Regarding the possible relationship between the Quality of the Experience and Emotions, a number of authors provide theoretical arguments regarding the possible relationship between these two variables (Pine & Gilmore, 1998, 1999; Hosany & Gilbert, 2010; Chang & Horng, 2010). It is suggested here that the affective or emotional nature of the Quality of the Experience means that it must necessarily be related to the Emotions that the tourist experiences when visiting a destination. Although Zins (2002) analyzed how the different components and aspects of experience quality could influence the perception of emotions, his results were inconclusive. The data supports the hypothesis that there is a positive association between a number of the components of the experience quality and emotions, but fails to support this hypothesis for other components. This hypothesis is therefore only partially accepted. Furthermore, Lee (2015) identified the Emotions variable as having no direct positive influence on the Quality of the Experience but that it does have an indirect influence via Nostalgia (this is a defined as a state of mind experienced during the visit). As far as we know, there are no works analysing the relationship of these two variables in the field of tourism. The authors believe that there is a gap in academic literature regarding that the relationship between the variables Quality of the Experience and Emotions that remains unexplored and therefore the fifth hypothesis is proposed:

> H5: The Quality of the Experience exerts a direct positive influence on the Emotions variable ($e>0$)

If the analysis of the data leads to the acceptance of the H2, H3, H4 and H5 hypotheses then in this case it would be reasonable to propose the existence of two indirect effects: the Quality of the Experience on Satisfaction, via Perceived Value and the Quality of the Experience on Satisfaction, via Emotions. In order to ascertain whether such indirect effects exist, the following hypotheses are proposed:

> H6: Via Perceived Value, the Quality of the Experience positively influences Satisfaction ($f=b*d>0$).

> H7: Via Emotions, the Quality of the Experience positively influences Satisfaction ($g=c*e>0$)

Of particular interest in this study is the analysis of these two indirect effects, especially if Perceived Value is considered a construct of a cognitive nature and that the variable Emotions is a construct of an affective nature. In addition, in the case where both indirect effects are significant, one might ask: is the indirect effect via the affective variable greater than the effect via the cognitive variable? In order to answer this question, the eighth hypothesis is proposed:

> H8: The indirect effect of the Quality of the Experience on Satisfaction via the Emotions variable is greater than the indirect effect of the Quality of the Experience on Satisfaction via the Perceived Value variable ($h=g-f > 0$)

In order to further analyse the direct and indirect relationships that are suggested above and since the data has been collected in two destinations, Seville (Spain) and York (UK), a multi-group analysis to investigate whether significant differences exist in the conclusions obtained between the two destinations is proposed:

H9: There are significant differences in the direct influence exerted by the Quality of the Experience on Satisfaction in York compared to Seville (a^y-$a^s \neq 0$)

H10: There are significant differences in the direct influence exerted by Perceived Value on Satisfaction in York compared to that in Seville. (b^y-$b^s \neq 0$)

H11: There are significant differences in the direct influence exerted by the Emotions variable on Satisfaction in York compared to that in Seville (c^y-$c^s \neq 0$)

H12: There are significant differences in the direct influence exerted by the Quality of the Experience on Perceived Value in York compared to that in Seville (d^y-$d^s \neq 0$)

H13: There are significant differences in the direct influence exerted by the Quality of the Experience on the Emotions variable in York compared to that in Seville (e^y-$e^s \neq 0$)

H14: There are significant differences in the indirect effect exerted by the Quality of the Experience on Satisfaction via Perceived Value in York compared to that in Seville (f^y-$f^s \neq 0$)

H15: There are significant differences in the indirect effect of the Quality of the Experience on Satisfaction via Emotions in York compared to that in Seville   (g^y-$g^s \neq 0$)

The model proposed for their contrast and the set of hypotheses are represented graphically in Figure 1:

[Insert Figure 1]

Methodology

A quantitative research design for this study was employed and a questionnaire developed that consisted of three parts. The first contained questions regarding the socio-demographic characteristics of the interviewee (gender, age, place of origin, level of studies). The second section contained basic information about the visit, such as the duration of the visit, cultural events or attractions visited, and the fundamental objective of the trip. This second part of the questionnaire included questions that allowed the researchers' to study the affective and cognitive variables included in the research model. The constructs in the third part of the questionnaire were measured using question statements adapted from academic studies related to these topics. The questionnaire was translated into Spanish, English, French, German and Mandarin in order to include tourists of many different nationalities.

The Quality of the Experience variable used was adapted from that in the study by Otto and Ritchie (1996) with tourists from a cultural background and it employs six items for the measurements. The scale employed for the Perceived Value variable is an adaptation of the constructs utilised by Chen and Chen (2010; 2013). The Emotions construct presented in the work is an adaptation of that used by De Rojas and Camarero (2008), and originates from the proposal by Russell and Pratt (1980). The measurement of the Satisfaction variable is an adaption of the multi-dimensional scale provided by Oliver (1997). The researchers' included two items which refered to the affective and cognitive evaluation of Satisfaction, and a third item for a global evaluation of Satisfaction. The measurement of all the variables is in terms of the seven-point Likert scales, whereby the score *1* refers to *strongly disagree*, and *7* refers to *strongly agree*.

Data collection was conducted in the typical tourist spaces in both case study locations. In York, data was collected in November 2016 in the Visit York tourist office and in the surroundings of the Cathedral and the Castle Museum. In Seville, data was collected during the month of December 2016 which usually enjoys one of the largest influxes of tourists to the city. The data collection points included the surroundings of the Cathedral, the Reales Alcázares gardens, and the Museum of Flamenco Dance.

A systematic sampling strategy was employed, with the first of every five visitors sampled. This led to the distribution of 452 questionnaires, of which 415 questionnaires (92%) were returned as completed, 210 in Seville and 205 in York. According to Green (1991), for an 80% confidence level and a 5% error level for a maximum of 4 predictors the minimum sampling size required for the measurement of the medium-sized effects between the variables would be 84 surveys. Alternatively, the G*Power was used to calculate the sample size based on statistical power which suggested that a sample size of 133 was necessary for a statistical power of 0.95 for model testing. Therefore, given that both sample sizes exceeded 133 and the statistical power exceeded 0.80, which are the minimum required in social research, then the sample sizes for Seville and York were acceptable for the purposes

of this study. The profile of the respondents is outlined in Table 1. A pilot survey was conducted to ensure the validity of the content.

[Insert Table 1]

Data Analysis

Partial Least Squares (PLS) was used to estimate path coefficients and test the hypotheses in the research model. The choice of the PLS methodology (Roldán & Sánchez-Franco, 2012) is due to the following reasons: i) the relatively small sample size (n=210 for Seville, n=205 for York) (Hair et al., 2013); ii) The nature of the variables included in the model which responds to a composite mode design (composite Mode A and composite Mode B); iii) The complexity of the research model concerning the relationships established between the variables (direct and mediating effect); and iv) the suitability of PLS-SEM for Multigroup Analysis (MGA) by including non-parametric techniques (Hair, Hult, Ringle & Sarsted, 2017; Henseler, Ringle & Sarstedt 2016; Sarstedt, Henseler & Ringle 2011). In order to conduct the analysis, SmartPLS software (Ringle, Wende and Becker, 2015) was used.

For the assessment of the research model in Seville and York, a two-stage procedure was carried out (Hair et al., 2017). First, the measurement model was evaluated (outer model) by evaluating the reliability and validity of composite Mode A constructs. For composite Mode B, the presence of multi-collinearity between the items was also analysed (Hair et al. (2017). Second, the structural model was evaluated (inner model) by assessing the path coefficients, explanatory power (R2), and the values of the Root Mean Square Residual (SRMR) as an approximate model fit for PLS-SEM (Henseler, Hubona & Ray 2016). Finally, the non-parametric methods, namely Henseler's MGA (Henseler, Ringle & Sinkovics 2009) and the permutation test (Chin & Dibbern, 2010) were used to test the MGA for those indirect relations involved in the Model. Moreover, prior to performing the MGA, measurement invariance was evaluated using MICOM (Hair, Sarstedt, Ringle & Gudergan, 2018; Henseler et al., 2016).

Empirical Results

Model Assessment

During the first stage of analysis, the assessment of the measurement model allows us to observe 16 items. The evaluation is different depending on whether the construct is composite Mode A or composite Mode B. Firstly, assessment of the measurement model for Composite Mode A entails an evaluation of the validity and reliability (Hair et al., 2017). Table 2 shows that the indicators of Composite Mode A variables in the two groups meet reliability requirements since, in general, they are higher than 0.7. In addition, there are some items with a loading of 0.4–0.7. These items should be

considered for removal if they increase the Composite Reliability (CR) and AVE to a level above the threshold. However, the decision is to retain them to support the content validity of the scale. Table 2 shows that the CR are greater than 0.7 and the AVE of the constructs is higher than 0.5, and therefore convergent validity is acceptable (Hair et al., 2017). The fact that CR and AVE surpass the 0.5 threshold confirms that the removal of indicators in the two groups with loadings 0.4–0.7 was unnecessary.

[Insert Table 2]

Table 3 shows that all variables achieve discriminant validity following both the Fornell-Larcker and the HTMT90 criteria. HTMT inference tests show that none of the confidence intervals contains the value one, and hence this result suggests that each construct is distinct from other constructs (Henseler, Ringle, and Sarstedt, 2015). Secondly, for the assessment of the measurement model of Composite B, we first have to ascertain whether there is any multi-collinearity between the items by calculating Variance Inflation Factor (VIF). Another aspect to consider is the analysis of the significance of each weight via a bootstrapping technique.

[Insert Table 3]

Table 4 shows the items have no problems of multi-collinearity (VIFs less than 3) and the weights are significant at 0.5%.

[Insert Table 4]

Assessment of the Structural Model

In the second stage of analysis, the structural models for the city of York and Seville were assessed. Table 5 shows the path coefficients and the hypothesis testing using 5,000 bootstrap resamples. From Table 5 and Figures 2 and 3, it can be observed that the Quality of the Experience exerts a positive and significant influence on Satisfaction in York (a^y= 0.197**), but not in Seville (a^S=0.031ns). Hence, Hypothesis H1 is partially confirmed. The Perceived Value positively and significantly influences Satisfaction in Seville (b^s=0.343***) and in York (b^y=0.148*). Therefore, Hypothesis H2 is confirmed in the two cities. Hypothesis H3 is also supported since a positive and significant effect of the Emotions variable is observed on Satisfaction both in Seville and in York (c^s=0.523*** and c^y=0.471***). Hypotheses H4 and H5 are confirmed for the two cities on observing a positive influence of the Quality of the Experience on the Perceived value (d^s=0.592*** and d^y=0.583***) and of the Quality of the Experience on Satisfaction (e^s=0.646*** and e^y=0.608***). Table 5 also reports the mediating relationships in the model as the product of the coefficients of each of the causal relations in the mediating chain (Hayes, Preacher, and Myers, 2011). Based on the one-tailed t-test, the indirect effect

of the Quality of the Experience through Perceived Value on Satisfaction ($f^s=d^s*b^s=0.203***$ with t=4.861; $f^y= d^y*b^y=0.086*$ with t=1.666***) is significant for both the two groups. The indirect effect of the Quality of the Experience through Emotions on Satisfaction is also significant for the two groups ($g^s=c^s*e^s=0.338***$ with t=6.784; $g^y=c^y*e^y= 0.286***$ with t=4.589). This fact supports Hypothesis H6 and Hypothesis H7. The importance of these indirect effects on satisfaction has been tested using 5,000 bootstrap resamples (Chin, Kim and Lee 2013). In York, the indirect effect of the Quality of the Experience through the Emotions variable contributes more to Satisfaction than the corresponding indirect effect through the Perceived Value (Diff=h^s=0.20*; t=2.277). For the city of Seville, it is also observed that the indirect effect of the Quality of the Experience through the Emotions variable presents a higher effect on Satisfaction than the Perceived Value, although the difference is at the 10% significance level (Diff=h^y=0.135*, t=1.905). Hypothesis H8 is supported). The Standardized Root Mean Square Residual (SRMR) as an approximate fit of the composite factor model (Henseler, Hubona, and Ray 2016) is also computed for the two groups. The results revealed that the SRMR model fits values of 0.073 and 0.066 for York and Seville, respectively. Since these values are lower than 0.08, they can be considered as acceptable for PLS-SEM.

[Insert Table 5]

[Insert Figure 2]

[Insert Figure 3]

Multi-Group Analysis (MGA)

Testing the measurement invariance is a necessary requirement before performing the MGA. The measurement invariance of composites (MICOM) has been widely used ever since Henseler, Ringle, and Sarstedt (2016) suggested that this technique is more suitable for PLS-SEM. Table 6 shows the results for the MICOM three-step procedure: i) configural invariance assessment; ii) the establishment of compositional invariance assessment; and iii) assessment of equal means and variances. According to the results from the MICOM procedure, the measurement invariance of both groups has been established.

[Insert Table 6]

Table 7 shows the structural models and results of the MGA. First, for the analysis of the difference of the direct paths across groups, the non-parametric methods, those of Henseler's MGA (Henseler, Ringle, and Sinkovics 2009) and the permutation test (Chin and Dibbern, 2010), have been used. According to Henseler's MGA method, a p value of differences between path coefficients lower

than 0.05 or higher than 0.95 indicates significant differences between specific path coefficients across two groups at a 5% level of significance. However, differences in the permutation test are only tested at the 5% level of significance if the p value is smaller than 0.05. Using both Henseler's MGA and the permutation method to evaluate significant differences for direct effects, the results indicate only a significant difference in the influence of Perceived Value on Satisfaction across the Seville and York destinations. Moreover, the results indicated non-significant differences between other path coefficients and hence relationships across the two groups. Therefore, the results support Hypotheses H9 and H10. However, Hypotheses H11, H12 and H13 are not supported by the results obtained. Second, in order to analyse the differences of the mediating effects across groups, the Henseler's MGA has been used. The indirect effect of the Quality of the Experience through the Perceived Value on Satisfaction is greater in Seville than in York. Hence, Hypothesis 14 is supported. On the other hand, there are no significant differences in the indirect effect of the Quality of the Experience through the Emotions variable in York and Seville, and therefore Hypothesis H15 is not supported.

[Insert Table 7]

Discussion and Conclusion

The study was motivated by the need for research concerned with understanding the direct and indirect influence of the quality of experience via emotion and perceived value on tourist satisfaction. Responding to requests for further research in this area (Chen & Chen, 2010 & 2013) this study provides a more informed understanding of the tourist's heritage experience and tourist satisfaction. This study has shown that in the case of both York and Seville, the Quality of Experience positively and significantly influences Perceived Value and Perceived Value positively and significantly influences Satisfaction. These results correspond with previous research (Gallarza & Gil, 2006b; Rodríguez Del Bosque & San Martín, 2008; Chen & Chen, 2013; Jin, Lee & Lee, 2015; Prebensen, Kim, & Uysal, 2016). Also, there were significant differences in the effect of Perceived Value on Satisfaction when comparing the cities of York and Seville, with this effect greater in Seville than in York. This work goes one step beyond the analysis of direct effects and analyses the indirect effect derived from these two relationships. We found that Quality of Experience, through the cognitive variable Perceived Value, positively and significantly influences Satisfaction in both cities. This indirect relationship has not been analysed in previous works. Also, there were significant differences in the effect of the Quality of the Experience via Perceived Value on Satisfaction when comparing the cities of York and Seville. This indirect effect was greater in Seville than in York. These two results may be due to the fact that tourists who visit the city of Seville give more importance to balance between costs and benefits implied by the perceived value for the final assessment of satisfaction with the visit made.

The study found that Emotions positively and significantly influences Satisfaction in both York and Seville. This result coincides with those obtained in other works (Zins, 2002; De Rojas & Camarero, 2008; Rodríguez & San Martín, 2008; Ali et al., 2016). This study found that the Quality of Experience positively and significantly influences Emotions in both cities. These results confirm the idea suggested by Zins (2002) and provide a first statistically contrasted result for the academic literature. As a result of the positive contrast of the two previous relationships, this work also analyses the indirect effect of the quality of experience through the affective variable of Emotions on satisfaction. So, this study found that the Quality of Experience, positively and significantly influences Satisfaction via Emotions in both cities, Seville and York. There are no significant differences in the indirect effect that the quality of experience exerts on satisfaction through the emotions variable if we compare the cities of Seville and York. This indirect effect has not been analysed in previous papers. These findings draw attention to the significance of the Quality of Experience and Emotions on influencing tourist satisfaction which are yet to be identified and fully explored in the tourism literature. It is worth noting here that there were no significant differences in the effect of Emotions on Satisfaction and no significant differences in the direct influence exerted by the Quality of Experience on the Emotions variable in York compared to that of Seville.

This study came up with an unexpected result. The quality of experience positively and significantly exerts a direct influence on satisfaction in the city of York but not in Seville. This only partially confirms the results obtained in previous works (Kao, Huang & Wu, 2008; Chen & Chen, 2010; Altunel & Erkut, 2015). This may be due to the fact that the influence of the quality of the experience on Satisfaction in Seville is basically done indirectly through other analysed variables (perceived value and emotions).

Finally, the analysis found that the indirect effect of the Quality of the Experience on Satisfaction through the Emotions variable was greater than that through the Perceived Value variable in both York and Seville. We believe that this result is quite important and it leads us to highlight the value of the affective variable Emotions in satisfaction judgments of heritage tourists.

Despite numerous studies that analyse the direct influence of the variables of Perceived Value and Emotions on Satisfaction (Gallarza & Gil, 2006b; Rodríguez & San Martín, 2008; Chen & Chen, 2013; Jin, Lee & Lee, 2015; Prebensen, Kim, & Uysal, 2016; Zins, 2002; Mattila & Enz, 2002; De Rojas & Camarero, 2008; Ali et al., 2016), there is limited and inconclusive research which explores the direct influence of the Quality of Experience on the Emotions variable. As far as we know, there are no previous works that analyse the indirect effects of the Quality of Experience on Satisfaction through the cognitive variable of Perceived Value and through the affective variable of Emotions. This paper, therefore, has contributed to our understanding of the direct and indirect effect of Quality of Experience on tourist satisfaction. In particular, the study has shown that the Quality of Experience influences Satisfaction indirectly through Perceived Value and Emotions. Our work finds that the

indirect influence of the Quality of Experience on Satisfaction through Emotions is greater than that exerted through Perceived Value. On the other hand, the multi-group analysis not only focuses on analysing whether there are significant differences in the direct effects between the two cities but also analyses whether there are significant differences in the indirect effects upon the two; the latter question that has not been previously analysed in the literature.

Theoretical and Managerial Implications

There are a number of managerial implications that arise from this study: i)The first theoretical contribution of this work to the academic literature is to identify the positive and direct influence of the Quality of the Experience on the Emotions; ii) related with the first, the second theoretical contribution is to identify the indirect and positive influence of the Quality of Experience on Satisfaction through the variable Emotions; iii) the third theoretical contribution includes the indirect and positive influence of the Quality of Experience on Satisfaction via Perceived Value; iv) the comparison of these two indirect effects has led us to a fourth theoretical contribution: that the indirect effect of the Quality of the Experience on the Satisfaction via Emotions is greater than that realized via the Perceived Value. As far as knowledge is concerned, these four contributions have not been previously analysed in the academic literature on the subject.

Consequently, in order to enhance the quality of the visitor experience and facilitate more meaningful engagement, heritage managers should focus on emotive forms of engagement with both the tangible and intangible heritage and the relationship between the host and guest. This relationship could be encouraged through events that stimulate the feeling of participation and the immersion of visitors in the local community. If visitors are offered an opportunity to engage in local customs and routines, it increases their involvement and consequently improves the quality of experience. The tourism experience is rich in terms of emotions. Tourism managers should strive to favour positive emotions in the events that are organized and in the promotion of the destinations. This would facilitate enjoyment and the construction of memorable experiences.

Limitation of this study and suggestions for future research

Finally, we draw attention to the possible limitations of this study and avenues that merit future research. Firstly, whilst the sample collected demonstrates a robust data set and met the sample size requirements for Partial Least estimation, the fairly small sample size limits the degree of generalization and validation of the model. A larger sample would strengthen the conclusions drawn. In addition, the effects of the different demographic characteristics on each of the constructs analysed, Quality of Experience, Perceived Value, Emotions and Satisfaction were not analysed. Further research which

segments the sample in order to evaluate the influence of each of these characteristics on the variables studied would provide valuable information particularly for destination managers in order to further segment their offer to different types of visitors.

Secondly, no minimum period of stay was stipulated by the respondents. Consequently, it would be interesting to interview people who stayed at the destination for several days so that the involvement of tourists with the place visited and with its residents could be observed. The active participation of tourists in the cultural life of the city would therefore be encouraged. This would improve the quality of the experience and would stimulate the experimentation of positive emotions during the visit, which would lead to greater satisfaction and a better recommendation for the visit.

Finally, the analysis of causal relationships has hitherto been restricted to the cities of Seville and York and therefore limit generalisation of the study's finding. It would therefore be interesting to contrast the relationships explored in the research model with those of other cultural destinations.

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Table 1.Respondent Demographics

	Seville	York
Gender		
Male	37.1%	41.5%
Female	62.9%	58.5%
Age		
18-24	24.7%	39.0%
25-34	26.4%	21.0%
35-44	16.5%	13.8%
45-54	19.8%	11.8%
55-64	6.6%	10.3%
Over 65	6.0%	4.1%
Level of studies		
Primary	0.00%	0.00%
Secondary	14.42%	22.11%
A-levels/Professional training	32.69%	47.89%
University studies	52.88%	30.00%
Origin		
Spain	11.54%	62.19%
European Union	45.19%	11.94%
Rest of the world	43.27%	25.87%
Main aim of the visit		
Visit friends or family	2.86%	13.66%
Cultural tourism	80.00%	40.56%
Congress/Business	0.48%	0.00%
Studies	1.43%	14.15%
Shopping	0.00%	11.22%
Other	15.24%	20.41%

Table 2. Measurement Model Assessment

Constructs/ items	Loading		CR		AVE	
	York	Seville	York	Seville	York	Seville
Experience Quality			0.828	0.848	0.591	0.631
EQ1: I've had fun	0.764	0.796				
EQ2: I've felt at ease and relaxed during the visit	0.687	0.762				
EQ3: I believe that visiting a cultural heritage site has been a good learning experience and instructive	0.734	0.789				
EQ4: I have escaped from the daily routine and done something really new in my visit	0.609	0.684				
EQ5: I believe that my belongings and myself have been safe during the visit	0.705	0.601				
Perceived Value			0.950	0.924	0.827	0.753
PV1: Compared to the money I spend, visiting heritage is worthwhile	0.842	0.768				
PV2: Compared to time I spend, visiting heritage is worthwhile	0.949	0.883				
PV3: Compared to the efforts I made, visiting heritage is worthwhile	0.936	0.910				
PV4: Overall, visiting heritage sites is worthwhile	0.907	0.903				
Satisfaction			0.896	0.893	0.682	0.676
SAT1: This is one of the best destinations I could have visited	0.815	0.817				
SAT2: Overall, I am pleased with my decision to visit the cultural heritage in Seville / York	0.853	0.858				
SAT3: My overall satisfaction towards visiting York´s cultural heritage	0.864	0.882				

Table 3. Discriminant Validity. Fornell-Larcker Criterion

Constructs	Fornell-Larcker Criterion						Heterotrait–monotrait ratio Criterion					
	YORK			SEVILLE			YORK			SEVILLE		
	QE	PV	SAT	QE	PV	SAT	QE	PV	SAT	QE	PV	SAT
QE	**0.702**			**0.728**								
PV	0.583	**0.909**		0.592	**0.868**		0.673			0.705		
SAT	0.570	0.532	**0.826**	0.572	0.603	**0.822**	0.707	0.566		0.692	0.684	

Note: The square root of AVEs are shown diagonally in bold. QE: Quality of Experience; PV: Perceived Value; SAT: Satisfaction.

	York				Seville			
		Bootstrapping 95% Confidence Intervals [BC]				Bootstrapping 95% Confidence Intervals [BC]		
	Weights	Lower	Upper	VIF	Weights	Lower	Upper	VIF
EMO1: Enchanted	0.178***(t=2.719)	0.108	0.241	1.775	0.329***(t=4.097)	0.178	0.491	2.020
EMO2: Impressed	0.521***(t=5.052)	0.320	0.721	2.051	0.290***(t=3.787)	0.134	0.437	1.799
EMO3: Pleased	0.434** (t=3.668)	0.203	0.660	2.156	0.479***(t=5.799)	0.312	0.634	1.772
EMO4: Surprised	0.133** (t=1.992)	0.021	0.324	1.595	0.129**(t=2.01)	0.050	0.289	1.732

Table 4. Measurement model. Outer weight and VIF

Notes: BC: Bias Corrected. 5,000 bootstrap samples; * p<0.05; **p<0.01; ***p<0.001; t-values in parentheses

Table 5. Structural Model results

Relationships	Model York	Model Seville
	$R^2_{SAT}=0.503/Q^2=0.326$ $R^2_{PV}=0.341/Q^2=0.262$ $R^2_{EMO}=0.370/Q^2=0.212$	$R^2_{SAT}=0.595/Q^2=0.391$ $R^2_{PV}=0.343/Q^2=0.260$ $R^2_{EMO}=0.418/Q^2=0.254$
H1:QE->SAT (a > 0)	$a^y=0.197$** (2.327) [0,03;0.358]	$a^s=0.031^{ns}$ (0.391) [-0.118;0.192]
H2:PV->SAT (b > 0)	$b^y=0.148$* (1.762) [0.012;0.317]	$b^s=0.343$*** (5.16) [0.209;0.471]
H3:EMO->SAT (c > 0)	$c^y=0.471$*** (5.313) [0.283;0.687]	$c^s=0.523$*** (5.16) [0.378;0.651]
H4: QE->PV (d > 0)	$d^y=0.583$***(16.619)[0.437;0.687]	$d^s=0.592$*** (14.390) [0.477;0.718]
H5:QE->EMO (e > 0)	$e^y=0.608$*** (9.388)[0.453;0.703]	$e^s=0.646$***(16.619)[0.535;0.718]
H6: QE*PV->SAT (f=b*d > 0)	$f^y=0.086^*$ (1.666) [0.009;0.1939]	$f^s=0.203^{***}$(4.861)]0.122;0.288]
H7:QE*EMO->SAT (g=c*e > 0)	$g^y=0.286^{***}$ (4.589)[0.170;0.4182]	$g^s=0.338^{***}$(6.734)[0.247;0.444]
H8: QE*EMO (SAT)> QE*PV (SAT) (h=g-f > 0)	$h^y=0.200$* (2.277) [0.033;0.373]	$h^s=0.135$* (1.905) [0.0030;0.2768]

Notes: QE: Quality Experience; PV; Perceived Value; EMO: Emotions; SAT: Satisfaction.

t values in parentheses. Bootstrapping 95% confidence intervals bias corrected in square brackets (based on n = 5000 subsamples).

***p < .001; **p <.01; *p < .05 (based on t(4999), one-tailed test). t(0.05, 4999) = 1.645; t(0.01, 4999) = 2.327; t(0.001, 4999)= 3.092.

Table 6: Results of Invariance Measurement Testing Using Permutation

	Configural invariance (Same Algorithm for Both groups)	Compositional Invariance (Correlation=1)		Partial Measurement Invariance Established	Equal Mean Assesment			Equal Variance assesment			Full Measuremeent Invariance Established
		C=1	Confidence Intervak		Differences	Confidence Interval	equal	Differences	Confidence Interval	Equal	
Constructs											
QE	Yes	0.996	[0.984;1]	Yes	0.002	[-0.168;0.159]	Yes	-0.002	[-0.289;0.28]	Yes	Yes
PV	Yes	1	[0.999;1]	Yes	-0.03	[-0.163;0.161]	Yes	0.007	[-0.298;0.297]	Yes	Yes
EMO	Yes	0.972	[0.963;1]	Yes	0.00	[-0.17;0.164]	Yes	0.008	[-0.366;0.378]	Yes	Yes
SAT	Yes	0.999	[0.997;1]	Yes	-0.03	[-0.163;0.161]	Yes	0.008	[-0.362;0.350]	Yes	Yes

Table 7: Results of Hypothesis Testing

	Path Coefficient Difference	P-Value Difference (One-Tailed)		Supported
		Henseler's MGA	Permutation Test	
Relationship				
H 9: QE->SAT (a^y-$a^s \neq 0$)	0166	0.965*	0.044*	Yes/Yes
H 10: PV-> SAT (b^y-$b^s \neq 0$)	0.195	0.034*	0.045*	Yes/Yes
H 11: EMO->SAT (c^y-$c^s \neq 0$)	0.052	0.322	0.312	No/No
H 12: QE->PV (d^y-$d^s \neq 0$)	0.009	0.462	0.909	
H 13: QE->EMO (e^y-$e^s \neq 0$)	0.038	0.308	0.605	
H 14: EQ*PV->SAT (f^y-$f^s \neq 0$)	0.108	0.9503*		Yes
H 15: EQ*EMO->SAT (g^y-$g^s \neq 0$)	0.102	0.9057		No

Note: In Henseler's MGA method, the p value lower than 0.05 or higher than 0.95 indicates at the 5% level significant differences between specific path coefficients across two groups. *p < 0.05, **p < 0.01.

Figure 1: Research Model
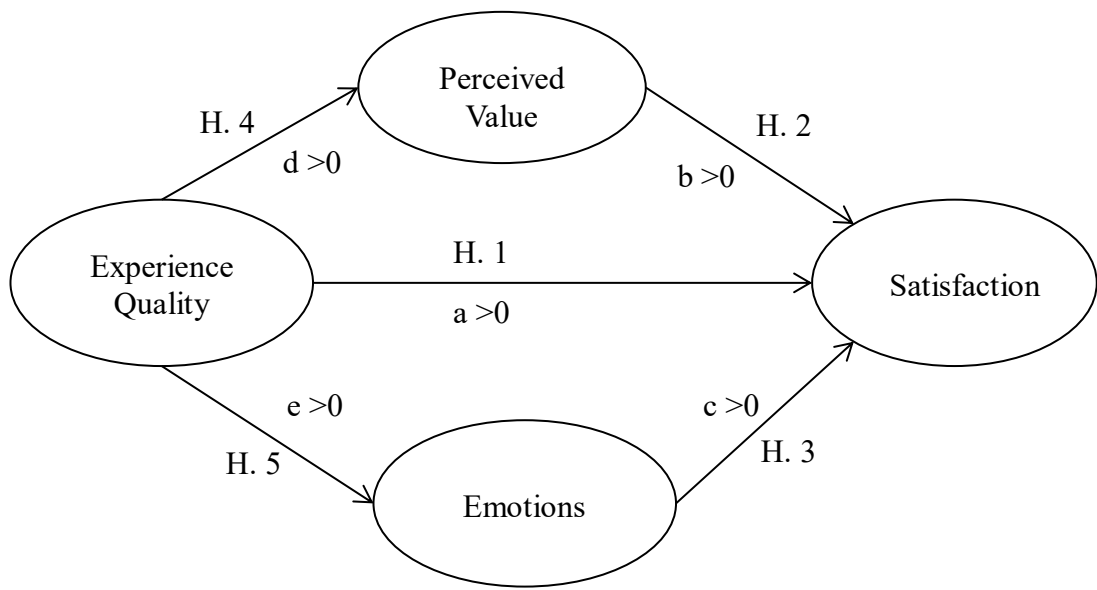
Figure 2: Estimated Model in York

$$f^y = b^y * d^y = 0.086*$$
$$(1.666)$$

P. V.
$R^2 = 0.341$
$Q^2 = 0.262$

$$d^y = 0.583***$$
$$(16.619$$

$$b^y = 0.148*$$
$$(1.762)$$

E. Q.

$$a^y = 0.197**$$
$$(2.327)$$

Sat.
$R^2 = 0.503$
$Q^2 = 0.326$

$$e^y = 0.608***$$
$$(9.388)$$

Emo.
$R^2 = 0.370$
$Q^2 = 0.212$

$$c^y = 0.471***$$
$$(5.313)$$

$$g^y = c^y * e^y = 0.286***$$
$$(4.589)$$

$$h^y = g^y - f^y = 0.200*$$
$$(2.277)$$

Figure 3: Estimated Model in York
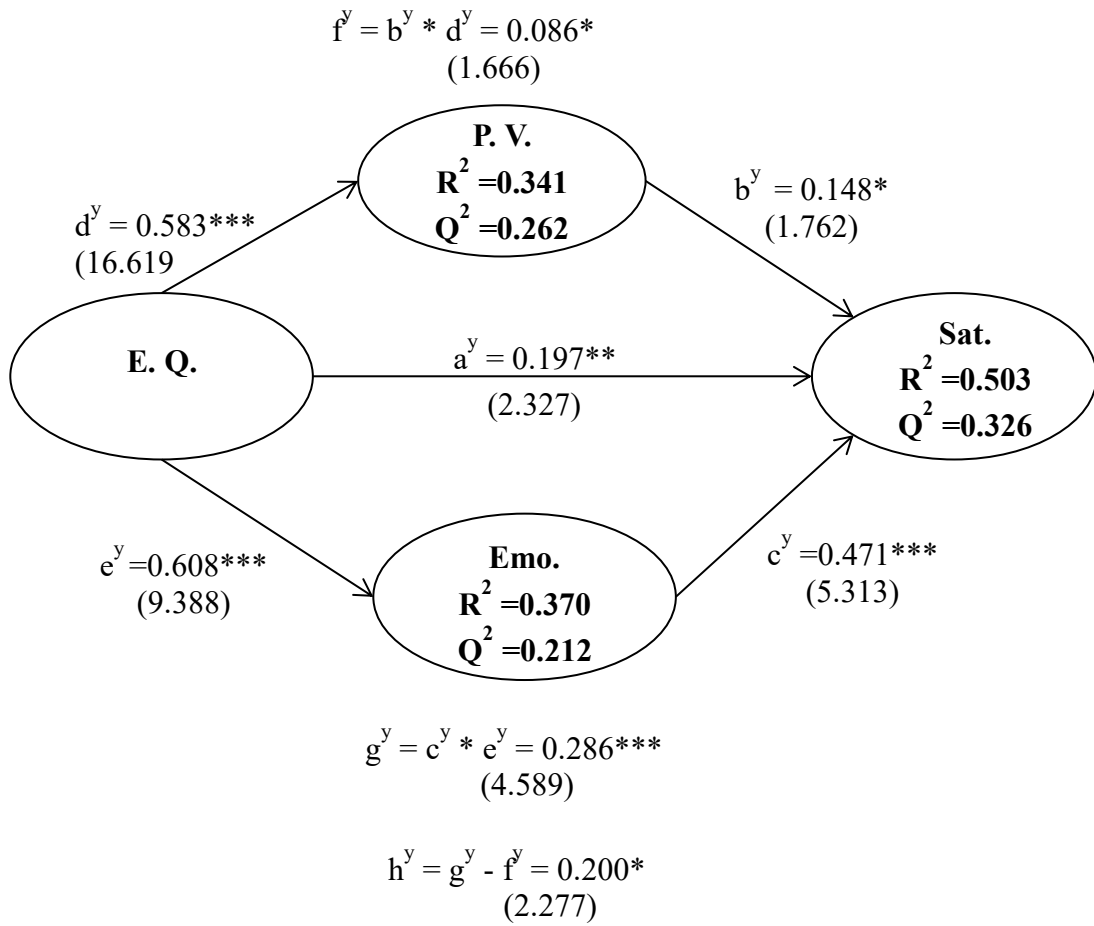
$$f^s = b^s * d^s = 0.203^{***}$$
$$(4.861)$$

P. V.
$R^2 = 0.343$
$Q^2 = 0.260$

$d^s = 0.592^{***}$
$(14.390$

E. Q.

$b^s = 0.343^{***}$
(5.160)

$a^s = 0.031$ n.s.
(0.391)

Sat.
$R^2 = 0.595$
$Q^2 = 0.391$

$e^s = 0.646^{***}$
(16.619)

Emo.
$R^2 = 0.418$
$Q^2 = 0.254$

$c^s = 0.523^{***}$
(5.160)

$$g^s = c^s * e^s = 0.338^{***}$$
$$(6.734)$$

$$h^s = g^s - f^s = 0.135^*$$
$$(1.905)$$