

Logistics Service Performance and Tourist Satisfaction in Salalah Tourism Industry: A Conceptual Framework

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Abstract—This study examine the link between the quality of services provided by tourism supplier and tourist satisfaction. This research also investigates the moderating role of logistic service performance on the relationship between quality service provided by tourism supplier and tourist satisfaction. The objectives are as the follows: (1) Identify the dimensions of quality services provided by in tourism supplier and the performance of logistics services perceived by tourists; (2) Examine the linkage between the quality of service provided by tourism supplier to tourist satisfaction (3) propose theoretical framework and suggest for building the Salalah tourism industry become a better and can be one of unique tourist destination. The target respondents in this study are tourists come for tourist purpose stop at Salalah International airport, stay at hotels, apartments, and visit major tourist locations and shopping centres. The survey will explain to the tourists the purpose of conducting the survey and if they are willing to be a respondent, the questionnaire will be distributed for content and after filling out, the researcher will take the questionnaire for processing

Keywords: Logistics service performance, quality service, tourism supplier, tourist satisfaction.

1. Introduction

The city of Salalah is a city in Dhofar province. It is the second largest city in Oman. This region has its own charm and has attracted many tourists from countries in the Middle East, Gulf countries and from various parts of the world, this area is visited mainly during the Khareef period, which lasts for two months every year, from July to September [23]. The record of the country of Oman, especially the Salalah section is also based on the growth of the tourism industry in addition to the oil and gas industry. There are many interesting places that are usually visited by visitors in Dhofar province, for example darbat wadi, athum ain, tubrook ain and many other interesting places. Salalah tourism agents have recorded 600,000 tourists who came to visit the region during the Khareef season in 2007 [23].

Tourism festivals in the city of Salalah and its surroundings take place a lot during the 'Khareef' or the Omani monsoon season. This usually occurs around July until August each year. During this period, this area transformed into green area, with much rainfall making cold water during this period. The festival hosts beautiful arts and cultural performances, with a mix of Tourists coming to enjoy this festival. This is a celebration festival. Clothes, restaurants,

music, games, theatre, circus and so on. Many families come and enjoy the beautiful rainy day. On the other hand, I am enjoying shows, games and fireworks where other people are holding. Roller coasters, music, cultural activities, stalls and so on are increasing and they are getting bigger year by year. [24].

The country of Oman currently relies heavily on oil and gas to support economic growth. However, in recent years the government has begun to focus on developing the trade industry and tourism industry [25] watching the country of Oman have great potential with the tourism industry with a long coastline, dramatic mountain chain views, and many other historic sites, such as the tomb of the prophets. The government representative by Tourism ministry is targeting to increase the number of visitor 12,000,000 by 2020. Based on the information from world tourism council, the tourism industry can generate country economic growth and created many new jobs.

[26] the value of economic contribution from industry travel & Tourism to GDP in 2017 is OMR849.5mn (3.2% of GDP). This is mainly derived from industry-generated economic activities such as hotels, travel agents, airlines, and other passenger transport services. It also consisting, various of restaurants and some entertainment industry activities that are directly supported by visitor who come for tourist's purpose. Direct economic contribution from Travel & Tourism to national GDP is targeted to growth by 5.9% per year for OMR1, 603.4 million (4.3% of GDP) by 2028 [26].

Total Travel & Tourism contribution to GDP in Oman (include investment impact, supply chain and broader revenue impact) is OMR1, 774.9 million in 2017 (6.6% of GDP). It is estimated that it will increase by 5.9% per year to OMR 3,335.5 million in 2028 (8.9% of GDP). Travel & Tourism create 72,500 opportunities of jobs directly in 2017 (3.4% of total country employment). This consisting of work by hotels accommodation, a various of travel agents, airlines companies and other passenger transport services companies. By 2028, the industry of Travel & Tourism is hopefully can generate for 95,000 job opportunities for citizen, up 2.6% per annum in the next ten years. Total Travel & Tourism contribution (including investment impact, supply chain and wider income impact) are 140,000 jobs in 2017 (6.6% of total country employment). By next ten years, Travel & Tourism is

hopefully support 199,000 job opportunities (8.2% of total country employment), increasing 3.2% per year during the period [26].

In a recent forum attended by government representative working in the tourism sector, performances have been made on challenges in several areas, including mergers, services and quality, promotion, immigration and transport [27]. This research focuses on the quality of tourism services provided by service providers in the tourism industry on relations with tourist satisfaction.

Over the past many decades, studies of tourism marketing have shown that service quality in the tourism sector is a fundamental and important part of business competitiveness [3]. Quality of service in the tourism industry mainly has a strong link with tourist satisfaction in the tourism industry [3]. Quality of service in the tourism industry has been chosen as an important element of the tourism industry that cannot be bargained, and has become the dominant construction in tourism marketing strategic assessments of crucial competencies needed to meet tourist needs and wants [19]. In the tourism industry, the standards of service to the tourist also become increasingly demanding service providers because the tourist market is getting more response on quality of services [3][8] despite saying tourism suppliers care the value of services seen by customers as a higher concept, by entering quality. Since the past decade, research on tourism has been started [9][28][29][22][43][15][18] examined quality of service provided by tourism suppliers to customers in the tourism industry is a factor that leads to customer satisfaction: high-quality services offer higher customer satisfaction. In their study of the quality of services in industry of tourism, [16], they investigate various dimension quality of service that might influence the tourist's satisfaction, namely flight services, hotel services, restaurant services, and ski attractiveness.

Since more than many years ago, a lot of research in the field of marketing, especially in the tourism business has been done, for example. Research carried out by [17][19][10][17] in their research suggest that efficiency and effectiveness of tourism products and services have a very significant influence on tourist experience and satisfaction. Furthermore, [17] also conducted a similar study that saw efficiency as the main key that leads to customer satisfaction, argues that the choice of tourists destinations by tourists perhaps the more complicated exchange results between benefit, cost and time, where time is clearly assessed to meet the efficiency and effectiveness requirements, researchers have also conducted studies, for example [19] argue that tourism service supplier organizations can learn and improve their ability to increase the value of their services and product offerings and meet their customers' holistic needs. [19] further research is of the view that the rational efficiency of the tourism distribution channel helps determines the objective success of a tourism business, as efficient operations will increase value of product quality and services in the travel industry to tourists and thereby generate positive recommendations from the viral mouth in social media. Furthermore, [15] also explains that "the successful operation of the successful tourism industry is to provide the appropriate quality of service provided by tourism suppliers, at the right time for the server, in the right place, at a reasonable cost, to the

right of the tourism customer. [10] also assumes that technology of information will generate the efficiency and effectiveness of travel operators so that it can contribute to the success of tourism destinations and efficient operations that will improve the value service quality by tourism suppliers to tourists who then distribute positive suggestions with WOM communication. By the acknowledgment of the performance of logistics services in the enhanced tourism industry in several scientific fields, this study assesses that there is a strong link between the performance of logistics services and the quality of services provided by tourism suppliers and the tourist satisfactions in the tourism industry.

A study conducted by [20] argued that the efficiency of the products purchased by tourists and services from the tourism industry will affect tourist satisfactions. They consider efficiency as a precursor to customer loyalty and destination choice for sightseeing trips, a more sophisticated exchange between price and time. To meet the requirements of 'efficiency', such as [19] organizational entrepreneurs can extend their value to service offerings and meet the needs of tourists through cooperation with other wider market companies. They continue to argue that operational efficiencies can improve service quality and produce positive word-of-mouth. In addition, [5] also has the right time, at the right place, at the right cost, for the right customers. Study conducted by [10] which contributed to the success of the destination tourism, to enhance the value of service quality to tourists who subsequently distribute positive word-of-mouth proposals which are unpaid advertising.

Given the gap in previous literary literature, the main objective of this study is to develop and test empirically conceptual models representing elements that are the main factors that influence the tourist satisfactions. The purpose of this study is to examine the relationship between the performance of logistics services, the quality of services provided by tourism supplier. The objectives of this study are:

- (1) To analyse the effect of performance logistic service and tourist satisfaction
- (2) To explore the relationship between the service quality provided by tourism suppliers to tourist satisfaction.
- (3) To assess the role of logistic service performance on the relationship between service quality provided by tourism supplier and tourist satisfaction

2. Literature review

2.1. Tourism Suppliers' Service Quality

Many researches have been conducted in the travel industry, the quality of services for tourists has been widely studied over the last few years [1][2][4][11][19] service quality model or SERVQUAL initially started by [38][38] is the most effective supplier of products and services seen by every customer. However, this study focuses on the quality of tourism service providers in terms of the performance of logistics services and tourist satisfaction. Therefore, this research focuses on the performance of logistics services, the quality of services provided by

tourism suppliers and tourist satisfaction in Salalah, Sultan Oman.

The increasing of visitors' satisfaction which is the main and important service dimension in the tourism industry. To assess the capabilities and performance of logistics services that are influenced by supplier service quality, service quality scale in general or SERVQUAL is usually

Based on many studies that have been carried out on consumer behavior [21][50][47] states that quality of services provided by tourism suppliers or tourism service providers are antecedents of operational performance. apart from that other researchers such as [52] demonstrated that positive and responsive communication is the main quality of service element was taken from the SERVQUAL model has been indicated to have a positive affect with tourist satisfactions. Hence, the current research use the quality of services provided by tourism suppliers as a dimension in the quality of the service of the tourism suppliers.

Another study conducted by [7][35][41][48] demonstrate that the availability of systems information and quality of service in the tourism industry plays a crucial part in relating consumer and tourism suppliers efficiently and effectively. Therefore, information quality systems need to be adopted to verify the quality of the reservation system

In the manufacturing industry, the quality of services is viewed and evaluated by target customers. However, the performance of the logistics services in the services industry, especially in the tourism industry, basically refers to individual capabilities or individual service providers to handle the ordering process within the supply chain in the travel industry [54][33][34][44][48]. By studying specific product / service features in the travel industry, authors will find out the efficiency and effectiveness of tourism industry suppliers to carry out tourists' orders in terms of durability and inseparability or their travel products / services.

Due to the many studies done previously, the quality of services provided by tourism suppliers is described as a consumer perception of the quality of services made by service providers that support service quality, information efficiency and product availability. Many of the scholars [41][44][55] suggest that the quality of services provided by suppliers in the tourism business has a positive influence on the performance of the tourism logistics service provided by tourism suppliers has resulted in positive performance of tourism logistics services [56] also indicates that the quality of high quality tourism services results in a positive provider of logistics services.

In the service industry, especially in the tourism industry, tourist satisfaction is mainly derived from good service activities and experienced by customers in visiting tourist destinations or purchasing tourism services [56-59]. Many previous studies in other areas of tourism focus on tourism destinations and explore the importance of creating exciting tourist destinations [60][61] most of researchers

used to implement logistical service performance measures and has been adopted and adapted to various tourism service industries. [33][34] have also conducted research and the results show that Quality of service is try to understand the tourist satisfaction in term of fulling what tourists and needs wants. [6] modified the SEVQUAL model to measure the performance of logistics services.

of the tourism suppliers or the travel service provider. [42][12][14][53] showing that information, including the web, must be adequate, honest, reliable and reliable. Before customers use travel products, online users rely heavily on information on the website, which in turn determines their decision to purchase.

The availability of various travel products in the travel industry is crucial in improving the quality of services. A tourist can be satisfied [31] if they can consume the quantity and quality they want and need. In addition, the availability of products that meet customer needs is an important factor in all industries and even in the travel industry [32]. To check the supply chain in the travel industry, these indicators provide the quantity and quality of the appropriate product or service to key service performance indicators [5].

2.2 Logistic service quality

tend to agree that tourism destinations are an important part of the travel industry and expectations and expectations of customers [4][11][17][62][63][64][65][66][84]

Some researchers such as [67] presents the results of three studies conducted in three areas including North America, Europe and Australia on quality management practices related to logistics service functions. They identified nine different dimensions of logistics quality including in their survey questionnaire and asked respondents to choose the three most important dimensions. Nine dimensions include: the number of customers need support, timely delivery, error-free transaction, no stock, no items damaged in handling and delivery, order cycles consistency, reliable supplier, accurate inventory information, procedures and instruction set. According to a North American / European study in 1991, respondents identified the total support for customer needs (75%), timely delivery (73%) and error free transaction (45%) as the three most important quality components in logistics

In addition, in another study conducted by [68] the traditional logistics indicators compared with the dimensions of services defined in Berry et al. (1988). The correspondence between logistic indicators and service dimensions in line with the study shown in Table 1. [68] conclude that in many cases, service quality dimensions play an important role in evaluating service quality and therefore future research in the logistics industry considers that dimension.

Table 1: Summary of selected literature on Logistic Service Performance Dimension

Study	Country	Type	Data Analysis	Scale	Dimension
Mentzer et al. (1989)	USA	Quality of service results			Availability, timeliness and quality
Mentzer et al. (1999)	-	Third-party logistics service assessment			Contact staff quality, order number of posts, information quality, order procedure, order accuracy, order state, order quality, handling of order differences and timeliness
Franceschini and Rafele (2000)	Italy	Logistic quality indicator	Literature review		Lead time, order, reliability, perfection, flexibility, truth, damage, productivity
Mentzer et al. (2001)	USA	Quality of Logistics service	Using SPSS and K2 test	Five-point Likert	Contact staff quality, order number of posts, information quality, order procedure, order accuracy, order state, order quality, handling of non-compliance orders, timeliness
Banomyong and Supatn (2005)	Thailand	Choose appropriate suppliers	Regression		Reliability, responsiveness, assurance, empathy, courage, cost
So et al. (2006)	South Korea	Quality of Logistics service	Analysis hierarchy process	Couple comparison, five eyes questionnaire	Reliability, assurance, tangibles, empathy, responsive
Jamaludin (2006)	Malaysia	Quality evaluation of a company	SWOT to identify CSFs		Performance, feature, reliability, fitness, technical resilience, service facilities, aesthetics, perceptions quality, humanity, value
Aguezoul (2007)	Turkey	Evaluation of logistics companies	Literature review		Price, reliability, service quality, usable performance, cost reduction, flexibility and innovation, good communication, service speed
Júnior et al. (2008)	Spain	Evaluation of logistics services (case study)			Support, reliability, performance, availability
Taskin and Durmaz (2010)	Turkey	Logistics in creating customer value	Multivariate analysis		Reliability, assurance, tangibles, empathy, responsiveness
Kamble et al. (2011)	India	Verify construction and measurement instruments for logistics service quality (LSQ)	Confirmatory factor analysis	Five-point Likert 'agree/disagree' scale	Quality information, order procedure, order number of broadcasts, timeliness, order accuracy, order quality, order state, order handle differences and personalities relationship quality
Sze Yin Ho et al. (2012)	Malaysia	Determine the most effective dimensions	Multiple regression analysis		Accuracy of time, condition / accuracy order, quality of information, and availability / quality of staff
Kilibarda et al. (2012)	Serbia	Designing a model for logistics assessment service quality	Analytical hierarchical process		Complete logistics service, logistics reliability service, time required for delivery goods, delivery frequency, delivery benefits and damaged goods.
Thai (2013)	Singapore		Inferential statistics (t-test)		Focus on customer quality, order quality fulfilment, company image, schedule and quality of information

Based on the above table 1, in this research, we propose to use the following dimension to evaluate the Logistic Service Performance as follow: (a) Tangible, (b)

Timeliness, (c) Availability, (d) Costs, (e) Reliability, (f) Flexibility, (g) Assurance, (h) Empathy, (i) Responsiveness

2.3. Tourist Satisfaction

Over the last decades, much research has been done, especially in customer satisfaction survey in the travel industry, has widely used in deciding the quality of service, value of services considered, and loyalty of customer. but this study only focuses on the tourist satisfactions in relation to the quality of service provided by tourism supplier and the performance of logistic service [69][11][70][71][72][73][74]. In their research shows that

customer satisfaction brings positive advice through the mouth, customers will share their experiences using services to others, positive experiences and negative experiences, increasing of tourist loyalty [17] can help maintain long-term customer relationship increase market share and long-term company profits [45][75]. Most studies determine consumer satisfaction in three ways: (1) decision or reaction: emotional, cognitive assessment [45]

(2) special focus assessment (e.g. expectations, products or buying experience etc.) [76] and (3) response time (ie before buying, after consume etc.) [77][78]

In tourism research, most tourist satisfaction is used to verify that the quality of service to customers can meet the expectations of tourists. [75] suggests that tourist satisfaction is more positive in relation to the performance seen from the measurement of tourist satisfaction. [79]

show that when tourists feel that service quality is high, or exceeds expectations, they are more likely to experience higher overall satisfaction with the service. Therefore, in tourism research, satisfaction and service performance (quality) is very relevant in terms of measuring the desire to be visited again in the future. The quality of service and the value of services seen is usually seen as satisfying, leading to loyalty

Table 2. Satisfaction definition

Author(s)	Conceptual definition
Oliver (1981)	A summary of the psychological state of a person or customer that results when the surrounding disconfirmed emotional emotions are added previous consumer feelings about experience
Westbrook and Oliver (1991)	Award letter – evaluation option on selecting a particular purchase
Engel and Blackwell (1982)	Assessing that the selected option is consistent with the previous one belief in the alternatives
Tse and Wilton (1988)	Customer's response to ratings considered to be the difference between past and actual product performance as perceived after use
Oliver (1992)	Summary of the phenomenon attributes along with other uses of emotion
Mano and Oliver (1993)	Assessment of post-appraisal evaluation assessments such as different attitudes along hedonic continuum
Halstead et al. (1994)	Transactions - Specific affective responses arising from comparing the performance of services and product customer with particular standard of pre purchase (Oliver 1989)
Oliver (1997)	User fulfilment feedback. It is a valuation that the goods or service itself provides for the level of fulfilment associated with the convenient use, including the level of fulfilment – or excess

Based on literature review discussed above, we propose the research framework as the figure 1 below.



Figure 1: The propose research framework

2.4. Hypotheses

This part is the hypothesis based on the above model (Figure 1), the following hypotheses will be examined:

H1: The quality of service provided by tourism supplier and tourist satisfaction

H1a: Tourist personnel service and tourist satisfaction

H1b: Information service quality and tourist satisfaction

H1c: Product availability and tourist satisfaction

H2: Logistic Service Performance and tourist satisfaction

H2a: Logistic service tangibility and tourist satisfaction

H2b: Logistic service timelines and tourist satisfaction

H2c: Logistic service availability and tourist satisfaction

H2a: Logistic service cost and tourist satisfaction

H2c: Logistic service reliability and tourist satisfaction

H2r: Logistic service flexibility and tourist satisfaction

H2g: Logistic service assurance and tourist satisfaction

H2h: Logistic service empathy and tourist satisfaction

H2i: Logistic service responsiveness and tourist satisfaction

H3: Quality of service provided by tourism supplier and the performance of logistic service

H3a: Tourist personnel service and the performance of logistic service

H3_b: Information service quality and the performance of logistic service

3. Methodology

3.1. Research Design

This study evolved to answer the RQ and examine the hypothesis. This research is a relationship design that investigate the link between Quality of services provided by tourism suppliers and tourist satisfaction. Also assess the Quality of services provided by the travel provider and the performance of logistics services

3.2. Research Instrument

This research will be conducted in the Salalah area, Sultane of Oman to study the role of logistics services on the quality of services provided by tourism suppliers and

3.3 Instruments Test

According to Umar (2003), there are good means of meeting the five criteria, (1) the degree of validity, ie the extent to which data is collected in the questionnaire we would like to measure, (2) reliability, ie the degree measurer repeatedly used (3) sensitivity, identification ability of classifier, (4) data entered in a questionnaire without objectivity, subjective judgment, and (5) feasibility to the technical questionnaire On filling in and using resources and time

3.3.1 Validity Test

Relevance is the level at which the review accurately reflects the specific idea the review is about to decide [80]. Here, we explain three kinds of effectiveness. Construction of validity, and validity of criteria-related validity The validity of content is based on the extent to which measurements reflect the various meanings contained in the concept. Configuration validity means the degree to

3.3.2 Reliability Test

Reliability is the degree to which the same result can be obtained for any measurement procedure under repeated conditions under similar conditions [80]. By providing clear questions about what respondents are being asked for,

3.3.3. Survey instrument

Survey questionnaires consisted of questions on tourism service quality, logistics service quality, and tourist satisfaction. These are the major components and dependent variables, as depicted in the theoretical framework developed in the literature review.

Measurement coefficients used in the questionnaire were partly SERVQUAL scale [38][39][82]. Research The questionnaire consist of three main part. The first part

H3_c: Product availability and the performance of logistic service

tourists' satisfaction. The data collection will be through a questionnaire of five Likert items as the main tool. The final questionnaire should be translated into Arabic

Design of construction-based survey instruments for research models (see figure 1). Tourists will be asked to indicate the level of quality of services provided by tourism suppliers, the performance of logistics services and tourist satisfaction. The questionnaire was designed using a Likert five-point scale. This instrument will be tested first using five selected tourism suppliers (Hotels, Restaurants, Taxis, Airports and Apartments), in Salalah, Sultane of Oman to ensure reliability, validity and convenience to answer each question. Feedback from them is included in the final questionnaire.

which a specific measurement device appropriately provides the appropriate work definition for the measurement object. Relevance associated with the criteria refers to whether the scores from the financial instruments are evaluated as the predictions of some of the expected outcomes (criteria) they expect to predict.

The effectiveness of the test is actually a test of the ability of the questionnaire to be able to measure what you want to measure. An effective means to measure what is desirable and to clarify data on suitably studied variables. The high and low indicate that the range of validity of the collected data does not deviate from the concept of the validity of the problem.

In the case of r (correlation), that item is valid. The size r of each point can be seen from the question of the column SPSS Correlation. The validity of the simple test (empirical rule) criterion is 0.3. If the correlation is greater than 0.3, the question becomes valid / authentic.

you can increase their reliability. Questionnaire should be designed so that respondents are familiar with the questions and the questions themselves are related to respondents. Cronbach's alpha can be used to test the internal consistency of items on each scale for reliability evaluation [81].

consists of three factors (quality of staff service, information) Service quality and product availability) Total 14 items of measurement items It is used to investigate the quality of service of tourism suppliers. Respondents, Evaluate the statements they explain and the extent to which they agree or disagree. The quality of tourists' service quality is 5 in the Likert scale, 1 = completely disagree, 5 = completely agree. Table 3 shows measurements of the performance of the tourist's logistics service derived from review of past literature in this survey.

Table 3 The items measurement of Quality of Service provided by tourism supplier

Dimension	Factor	No.	Indicator
Quality of service provided by tourism supplier	Personnel Service Quality (PSQ)	(PSQ)1	Professional tourism staff who try to understand my situation
		(PSQ)2	Professional tourism staff who can solve my problem
		(PSQ)3	Professional tourism staff who understand my wants and needs well
		(PSQ)4	Professional tourism staff who are willing to help me
		(PSQ)5	Professional tourism staff who listen to my suggestions
		(PSQ)6	Professional tourism staff making continuous improvements as they give services
		(PSQ)7	Professional tourism staff responds to problems that suddenly happen
	Information Service Quality (ISQ)	(ISQ)1	Travel information product (for examples hotels, service of airlines, shopping center, restaurant, etc is available on-line
		(ISQ)2	Online booking systems (such as hotels, airlines, shopping center, restaurant are available).
		(ISQ)3	Online booking systems (such as hotels, airlines, shopping center, restaurant) are easy to use
	Product availability (PA)	(PA)1	Various tourist show (e.g. historical places, sights, special show, and various events
		(PA)2	A broad variety of travel equipment and servicing
		(PA)3	Various services (such as hotels service, restaurants service, entertainment, and shopping service)
		(PA)4	good local transport services (such as, Train, bus and taxi)

The second part of the questionnaire addresses forty items of logistics service performance measurements in terms of nine factors: Tangibility (TA), Timelines (TL), Availability (AV), Cost (CO), Reliability (RE), Flexibility (FL), Guarantee (GU), Empathy (EM) and

Responsive (RES). All items of this measure are valued in Likert scale seven points from 1 = Strongly Disagree to 5 = Strongly Agree. Table 2 lists items of performance gauge logistics supported by past literature

Table 4 Measurement Items of Logistic Service Performance

Dimension	Factor	No.	Indicator
Logistic Service Quality	Tangibles (TA)	TA 1	Modern travel equipment
		TA 2	Tourist personnel look neat
		TA 3	Travel provider organizations have modern facilities
		TA 4	Simple way of transport
		TA 5	Enough IT services
		TA 6	Enough space and comfortable
	Timelines (TL)	TL 1	Time of adequate tourist response
		TL 2	Convenient tourist processing time
		TL 3	Period of time according to what the organizational promise fulfilled
		TL 4	The time between placing a request and delivery receipt is short
	Availability (AV)	AV 1	Difficulties have never occurred due to the minimum quantity of acquittal
		AV 2	The Tourist Service Process is sufficient and easy to use
		AV 3	The service process is always accessible to tourists
		AV 4	Difficulty does not occur due to maximum discharge quantity
	Cost (CO)	CO 1	Acceptable payment terms
		CO 2	There is no additional cost (tips, outbound tips for divers ...) for tourists
	Reliability (RE)	RE 1	When tourist staff promise to do something, it does
		RE 2	The tourism provider organization performs this service for the first time
		RE 3	When you have a problem, It shows willingness in solving problems
		RE 4	provide services in accordance with what has been promised
		RE 5	culture asserts on service without mistakes
	Flexibility (FL)	FL 1	Order placement procedure flexibility and convenience
		FL 2	Flexible response to treated requests
		FL 3	Flexibility and convenience in tourist financing payment methods
		FL 4	reports on the process of conflict are sufficient
		FL 5	Travel providers are flexible enough to take initiatives in an emergency situation
	Assurance (AS)	AS 1	Staff behavior raises confidence in you
		AS 2	Customers are consistently polite with you
		AS 3	You feel safety in delivery of service
		AS 4	Response to the quality discrepancy report is satisfactory
	Empathy (EM)	EM 1	This organization gave you're an individual's attention
		EM 2	Tourist staff give you personal attention
EM 3		The personnel tourism understands your specific needs	
EM 4		The personnel tourism have the knowledge to answer your questions	

		EM 5	Easy opening hours for all its customers
Responsiveness (RES)	RES 1		Tourist staff notifies you when the service will take place
	RES 2		Tourist staff provide your immediate service
	RES 3		Tourist staff are not too busy to answer your request
	RES 4		Order delivery no matter how much
	RES 5		Reply unexpected / prompt order
	RES 6		Willingness to help tourists

The third part of this research questionnaire uses five indicators of tourist satisfaction as a measure of overall satisfaction [72][73][83][75][19][11][70] testing relationships between service providers, logistics service

quality, and tourist satisfaction. Five points Likert scale consisting of 1 = Strongly Disagree to 5 = Strongly Agree is used to investigate rating of tourists from three dimensions above tourist satisfaction.

Table 5 Measurement Items of Tourist Satisfaction

Dimension	No.	Attributes
Tourist Satisfaction (TS)	TS 1	Tourism attractiveness or attraction during my visit at Salalah
	TS 2	Tourism facilities and infrastructure during my visit at Salalah
	TS 3	Price charged on airline ticket during my visit at Salalah
	TS 4	Price charged on hotel room during my visit at Salalah
	TS 5	Price charged on restaurant during my visit at Salalah
	TS 6	Price charged on Taxis during my visit at Salalah
	TS 7	Price charged on Buses during my visit at Salalah
	TS 8	Price charged on shopping centre during my visit at Salalah
	TS 9	Price charged on seasonal festival during my visit at Salalah
	TS 10	Price charged on cultural sites during my visit at Salalah
	TS 11	Price charged on sceneries during my visit at Salalah

3.3.4. Sampling

The target respondents in this study are tourists come for tourist purpose stop at Salalah International airport, stay at hotels, apartments, and visit major tourist locations and shopping centres. The survey will explain to the tourists the purpose of conducting the survey and if they are willing to be a respondent, the questionnaire will be distributed for content and after filling out, the researcher will take the questionnaire for processing.

4. Conclusion

This study investigates on literature the link between the quality of services provided by tourism supplier and tourist

satisfaction. This research also investigates the moderating role of logistic service performance on the relationship between quality service provided by tourism supplier and tourist satisfaction.

Based on many studies that have been carried out on consumer behavior states that quality of services provided by tourism suppliers or tourism service providers are antecedents of operational performance. Other researchers such as demonstrated that positive and responsive communication is the main quality of service element was taken from the SERVQUAL model has been indicated to have a positive affect with tourist satisfactions. Hence, the current research use the quality of services provided by tourism suppliers as a dimension in the quality of the service of the tourism suppliers

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