

# ***Research on the Influencing Factors of Customer Loyalty in Tourist Destinations Based on Psychological Contract Theory***

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**Abstract:** With the rapid development of information technology, the interactive channels are expanding online. Business researchers and industry professionals are increasingly aware of the importance of creating interactive experiences and developing effective non-transactional relationships between products, brands or organizations and consumers in the multi-dimensional service network. The concept of fit has attracted much attention. Psychological contract is an individual's understanding of the mutual obligations and promised rewards between himself and the organization, while the organization, as the other party of the exchange relationship, only provides the background and environment for the formation of psychological contract, which is the employee's sole perception and only has the only subject. After literature review, online customer experience is used as an intermediary variable to explore the influence of contract and management on customer loyalty. This paper reviews the meanings and dimensions of the rational contract, online customer experience W and customer loyalty, and finally divides the rational contract into five dimensions: frequent customer reward, quality and service, reasonable price, social and emotional benefits and interaction.

## **1. Introduction**

Although my country's e-commerce is developing vigorously, there are still some prominent problems, one of which is customer loyalty. At present, most e-commerce companies are working hard on developing new customers, but not so much on maintaining old customers. For B2C e-commerce companies, they cannot just blindly develop new customers without paying attention to the maintenance of old customers. Customer loyalty is very important to the operation of an enterprise. In recent years, e-commerce W has swept the world rapidly, and travel websites have also seized a place in the online market. The development of e-commerce brings business opportunities to travel websites, but also brings great challenges to them. Through travel websites, consumers can plan their trips very easily, and the randomness is constantly increasing. Compared with the traditional tourism market environment, the competition degree of tourism websites under

the background of e-commerce has also become more intense. The study summarizes the three-point management of systematically implementing the marketing strategy, implementing the management orientation of customer value, and strengthening the implementation of the customer satisfaction strategy. The relationship between psychological contract, customer satisfaction and customer loyalty remains to be further studied. Therefore, this study will explore the psychological contract and customer satisfaction. Customer satisfaction and customer loyalty. The relationship between psychological contract and customer loyalty. And the moderating effect of psychological contract on customer satisfaction and customer loyalty.

## **2. The Concept of Tourist Agreement**

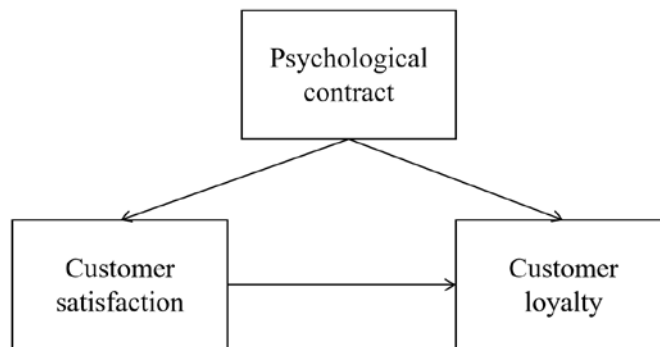
### **2.1 Overview of Customer Value**

Looking up the previous literature, scholars have different definitions of customer value, but generally speaking, they can be divided into two categories: one is to take customers as the main research object and feel the value from the perspective of customers; The other is to study the value of customers' contribution to enterprises in the transactions between enterprises and customers from the perspective of enterprises. In the literature about customer loyalty, repeat purchase is generally regarded as an important standard to measure customer loyalty. In a monopoly market, customers are forced to keep buying because they have no choice. In addition, customers may also keep buying because of business means such as promotion and price reduction the reasonable contract is the reasonable expectation of the rights and obligations between the two parties on the basis of understanding. This form of contract is difficult to express in written language, and it is rather vague. Argyris (1960) put forward that in order to improve and maintain the high productivity of employees, it is necessary to respect the informal cultural norms of employees. This kind of informal cultural norm is essentially a kind of rational contract, which exists among all members of the organization, and is an internal form of expectation without formal agreement. Scholars at home and abroad have done a lot of research on the influencing factors of customer loyalty, including customer satisfaction, customer experience, word of mouth, brand attachment and so on. In recent years, many scholars have introduced the contract of agreement into the field of marketing. In the process of shopping, customers form a contract of agreement, such as whether shopping is convenient or not, whether the price is reasonable, etc., and customers will silently consider it, thus forming a contract of agreement. We can see that this reasonable contract will have an impact on customer loyalty.

### **2.2 The Concept and Connotation of Customer's Obligatory Contract**

Before the formal proposal of the customer agreement was made, many scholars implied this concept in their research, and proposed that the agreement of customer agreement is mutual perception of reciprocity, but W In this kind of trading relationship, the supplier will make a lot of efforts to better realize the needs of customers. In exchange, the supplier expects to get continuous business from these customers. This kind of reciprocal relationship based on mutual expectation and interests actually contains a reasonable contract. Any abstract principles and emotional beliefs can't be produced without the experience of specific cognitive process and the accumulation of customer loyalty. If you leave the specific customer satisfaction, customer loyalty will not be formed. Fit behavior is defined as non-transactional behavior, such as customer interaction, word-of-mouth communication, recommendation, helping other consumers, writing blogs, commenting, providing suggestions, etc. The theory of connection defines agreement from a multidimensional perspective, but the theory of behavior is a one-dimensional view. Customer value refers to customers'

preference and evaluation of the attributes of products or services purchased to achieve a certain goal, the usage of the attributes of products or services, and the satisfaction degree of customers' goals caused by using products or receiving services. He proposed that customer value can be divided into three levels: attribute value, result value and target value. This definition emphasizes the subjectivity of customer value. The research framework of customer contract is shown in Figure 1.

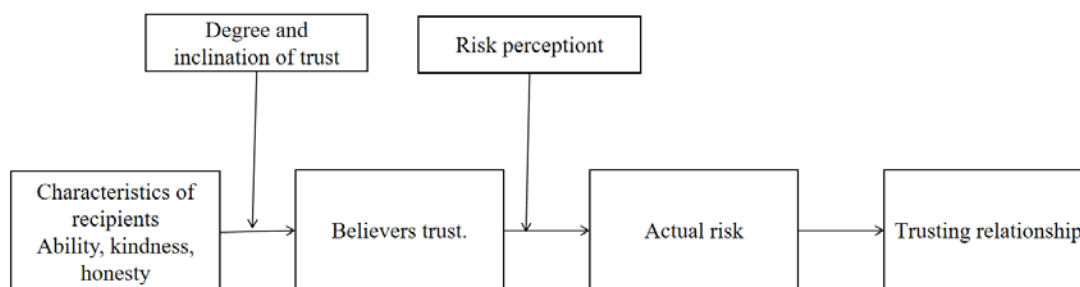


*Fig.1 Customer Contract Framework*

### 3. Customer Loyalty

#### 3.1 From Psychological Contract to Realize Customer Loyalty, We Should Pay Attention to It.

The fit with consumers' websites is the sum total of various “experiences” of websites, that is, consumers' fit consists of website experience elements. It is considered that fit degree is the source of motivation intensity experience, and ultimately affects the value intensity of attraction or repulsion. Customers' purchasing behavior is mainly influenced by five aspects: First, functional value refers to customers' perception of products or services in terms of function and use efficiency. Second, cognitive value refers to the satisfaction of customers in novelty and thirst for knowledge by consuming a product. Third, the social value refers to the public's reputation for the product. Fourthly, emotional value refers to the emotional state of customers when consuming a product or service, which is measured by the customer's mood. Fifth, situational value means that customers' evaluation of the value of products or services will be different in different consumption situations. The stage of realizing enterprise customer loyalty, that is, the realization period of customer psychological contract. At this stage, enterprises should pay attention to the realization of their commitment to meet customers' psychological expectations, and at the same time, realize the value-added service and relational psychological contract. Build trust with customers. Make customers feel that the products or services of the enterprise are trustworthy, and make customers have emotional dependence on the enterprise, thus establishing long-term customer relationship. Customer value in e-commerce environment includes perceived cost, functional value, situational value, emotional value, knowledge/information value and psychological value, which are verified by empirical research. The trust theory model is shown in Figure 2.



*Fig.2 Trust Theory Model*

### 3.2 Customer Loyalty and the Concept of Online Customer Loyalty

Through meaningful interaction, tourists can actively “connect” to the participatory activities, enterprises or products of the destination. Actually, the destination is a dynamic and open system, which is composed of various social, cultural, political and economic relationships. Its roles include tourists, tourism enterprises, local residents and other market participants. Few researches have been done from the perspective of customer experience. This study skillfully uses customer experience as an intermediary variable to study the influence of contract on customer loyalty. In addition, the research object of this paper is Internet customers. Therefore, this paper divides the online guest experience into emotional experience, service experience and website experience by combing literature W and expert interviews. Lan dimension does not copy other scholars, but takes into account the actual situation of this paper. The emotional performance of customers when they break the contract is elaborated into four transitional forms: first, the most common way is to suspend the trading relationship with the product or service provider; Secondly, it directly leads to customers' complaints, which shows that customers express their dissatisfaction to the merchants and put forward suggestions for improvement; H, consumers keep silent when facing the breach of the contract, which still maintains the relationship between the two parties to a certain extent, and consumers must expect the situation to improve. From the operational definition of tourist fit, it can be seen that tourist fit includes three aspects: cognition, emotion and behavior, and belongs to multi-dimensional construction. Cognitive activities include individuals' concentration or concentration on the destination; Emotional activities may be presented by tourists' sense of motivation or pride related to the destination; Behaviors may be expressed through energy and energy when interacting with related destinations.

### 4. Conclusions

In the field of customer loyalty research, this study introduced psychological contract theory for the first time, and theoretically discussed the relationship between psychological contract, customer satisfaction and customer loyalty. However, there was no empirical research. Due to the limitation of funds, energy, time and other conditions, there is no market research in a wider area and people. Therefore, the data obtained is not as convincing as the data of large-scale and wide-area research. Therefore, it will be more convincing and scientific to conduct research in a wide area and people. This research is mainly based on the theoretical system of customer value, and the theory of customer psychological contract should be further enriched from different angles in the future. In addition, customer psychological contract is closely related to personal feelings, so relevant research should be based on empirical analysis. Enrich research content and accumulate research knowledge in diversified case studies, so as to provide more valuable management enlightenment for the development of tourism sub-industries.

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