A Study on the Pilgrimage Model of Tourists in Mazu Temple-Case Study Fengtain Temple in Taiwan

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Abstract. The study touches upon the interrelationships between motivation, tourism quality, perceived value, satisfaction and behavioral intention, with a focus on pilgrims visiting Fengtain Mazu Temple in Hingang, Yunlin County, Taiwan. The study is conducted using convenient sampling and collected 674 valid questionnaires, which are then probed using descriptive analysis and PLS. The results show that worship Mazu motivation, tourism quality, perceived value and satisfaction have positive effect on tourist’s behavioral intention.

Introduction

The Mazu belief and culture originated from the founding of the Fujian Province in China, and was listed as "the world intangible civilization heritage" by the United Nations in September 2009, which is of great significance to the development of Chinese culture. Mazu culture is one of the most important folk beliefs in the coastal areas of China, especially in Taiwan, where there are many believers, which is the first folk belief of the Taiwanese people. Based on the above background and motivation, this study can be summarized into the following two points in the research purpose: (1) Analyze the worship motivation of the pilgrims to the Mazu Temple. (2) Analyze the worship motivation of the pilgrims to the Mazu Temple, the relationship between the feelings of the tourism quality of destination, perceived value, satisfaction, and behavioral intentions.

Literature Review

Motivation and satisfaction are important factors that affect people's decision-making behavior in tourism. Many literatures on tourism use motivation and satisfaction as two important concepts to understand people's reasons for tourism, the choice of tourism destinations, and the willingness to revisit as the application of tourism strategy management. Tourist motivation is an important factor affecting tourists' behavioral intention, and tourists' satisfaction also affects their behavioral intention. It mediates the relationship between tourists' motives and behavioral intentions. Crandall (1980) argues that tourism motivation is based on individual recreational needs, which induces individuals to engage in and maintain the recreational activities, and leads to the intrinsic process of the activities toward a certain goal, and meets the individual recreational needs through the occurrence of recreational activities. Religious tourism has an incredible attraction for religious believers. Today, thousands of people still visit the headquarters of their sects and their holy places every year, the most famous of which is Muslim. The pilgrimage to Mecca was considered an important motivation for tourism. As modern societies evolve, most pilgrims are motivated not by sheer religious piety, but by other pursuits, so religious holy places are among the most complex places to visit, including devout pilgrims who pursue religious experiences and non-religious tourists who are interested in them.
H1: The motivation of pilgrims to worship Mazu has a positive effect on the tourism quality of destination.
H2: The motivation of pilgrims to worship Mazu has a positive effect on the perceived value of destination.
H3: The motivation of pilgrims to worship Mazu has a positive effect on the satisfaction of destination.

In the field of tourists' behavior intention, tourists' revisit intention is an important factor in deciding the destination \[2\]. Therefore, destination loyalty intention can be expressed in terms of return intention and recommendation intention \[13\]. Studies have shown that tourists' perceptions of service quality, willingness to pay higher sums and travel satisfaction will affect their willingness to revisit \[3\]. Tourism service quality is an important index to measure tourists' loyalty to destinations \[7\]. In tourism, customer perceptions of service quality are important for successful destination marketing because they affect destination selection, consumption of goods and services at destination and decision to return to destination \[8\]. In tourism research, the quality of service is an important prerequisite for tourists' perceived value and satisfaction \[9\] and will affect tourists' future behavior intention \[9,10\], as well as the willingness to recommend destinations to others \[10\]. Tian-Cole, Crompton, and Willson (2002) found that the higher the perceived value of tourists, the higher the willingness to revisit and recommend to others. In terms of the relationship between perceived value and satisfaction \[11\], Kotler (2003) argues that the degree to which customer satisfaction is a personal feeling of pleasure or disappointment stems from the consumer's expectations of the product and the perceived value of the product \[12\]. In addition, previous studies on tourism have found that perceived value influences satisfaction \[7\]. Since perceived value is one of the most important predictors of tourist revisiting intentions, past studies have found that the perceived value of tourists while traveling affects their intention to recommend and revisit others \[13\], which means that the higher the perceived value of tourists, the higher the intention to revisit.

H4: Pilgrim's perceived the tourism quality of destination has a positive effect on perceived value.
H5: Pilgrim's perceived the tourism quality of destination has a positive effect on satisfaction.
H6: Pilgrim's perceived the tourism quality of destination has a positive effect on behavioral intention.
H7: Pilgrim's perceived value has a positive effect on satisfaction.
H8: Pilgrim's perceived value has a positive effect on behavioral intention.

Satisfaction is the pleasure or disappointment that a person feels, and it comes from the actual feelings and expectations of the customer. If the actual feeling is far less than the original expectation, the customer will be dissatisfied; if the actual feeling meets or exceeds the expectation, the customer will be satisfied \[12\]. Baker and Crompton (2000) believes that satisfaction is the real experience of tourists after their personal experience, which originates from the psychological and emotional state of the interaction between the individual and the destination \[6\]. Bigne, Sahchez and Sanchez (2001) believes that satisfaction has a positive effect on revisiting intention, and will further derive word-of-mouth and recommendation behavior \[14\].

H9: Pilgrim's perceived satisfaction has a positive effect on behavioral intention.

Method

Subject and Sampling
In this study, a questionnaire survey was conducted in Fengtian Teample, Hingang, Yunlin County.
The subjects were people over 18 years old living in Taiwan. In this study, 700 questionnaires were sent out from May 5 to 27, 2018. Saturdays and Sundays were used to conduct a questionnaire survey at the temple for 8 days. A total of 674 questionnaires were collected, with a valid questionnaire rate of 96.29%.

**Questionnaire**

The questionnaire consists of six parts. The first part is the Motivation Scale of Mazu Temple Worship. The second part is the tourism quality scale. The third part is the satisfaction scale. The fourth part is the Perceptual Value Scale. The fifth part is the behavioral intention scale. The sixth part is "demographic variables" of Mazu believers, including gender, age, marital status, educational level, personal monthly income, occupation, and religious beliefs. Likert's 5-point scale was used to measure the scores of 1 to 5 for "very agree", "agree", "neither agree nor agree", "disagree" and "very disagree".

**Data Analysis Method**

The valid questionnaires collected in this study firstly used SPSS statistical software to describe the number and percentage of statistics to analyze the distribution of demographic variables of the subjects; secondly, the motivation of pilgrims to worship Mazu, and the average and standard methods were used to analyze the motivation of pilgrims to worship Mazu. The expectation of tourism quality and the value, satisfaction and behavioral intention of the worship of Mazu temple. In this study, partial least squares (PLS) was used to verify the reliability and validity of the scale. In measuring the reliability of the scale, the composite reliability (CR) and the Cronbach's alpha coefficient will be used to test the reliability of the scale. In the aspect of model structure relationship analysis, this study adopts partial least squares (PLS) statistical method to analyze the structural model.

**Result**

**Analysis of Demographic Variables of Pilgrims**

Of the 674 valid questionnaires recovered, 296 were male (45.1%) and 360 were female (54.9%). Among them, 270 were married (40.1%) and 404 were unmarried (59.9%). In terms of age, 162 (24%) believers were aged 21 to 30, but 142 (21.2%) were aged 41 to 50. In terms of education level, the number of believers in universities is 278, accounting for 42%. In terms of occupation, most of the service, a total of 184 people, accounting for 27.5%. In terms of personal monthly income, most believers in NT$25,001 to 30,000, a total of 246 (36.5%). In terms of the frequency of Mazu Temple visits, the average (i.e. occasionally left) rate was the highest, with a total of 300 people, accounting for 44.5%.

**Motivation Analysis of Believers’ Worship Mazu**

The results show that the first three items of the believer's motivation for worshiping Mazu are “Pray for Mazu to protect the family (physical, academic, work, career, marriage, etc.) safe and smooth (M=4.42)”, followed by “Pray for Mazu to bless themselves” (Physical, academic, work, career, marriage, etc.) is safe and smooth” (M=4.39), and the third is “feeling the atmosphere of Mazu belief” (M=4.29).

**Analysis of Reliability and Validity of the Scale**

The results show that the scale of composite reliability values are higher than .90 and Cronbach's alpha values is higher than .90, which accords with the verification criteria, indicating that the reliability of the five scales in this study is good. In addition, the AVE of each factors was higher than .50, the result indicate that all the scales of the study had good validity. That the AVE square roots of all the potential variables in this study model are between .74 and .89, which is greater than
.70, and each latent variable of AVE were greater than the standard values associated with all relations, and in accordance with the test standards. Therefore, the measurement model of this study has good discriminant validity.

**Analysis of Structural Model**

Figure 1 shows that the path coefficients are standardized regression coefficients (β value), first, “motivation” has positive effect on tourism quality (β=.65, p<.01), tourism quality (β=.63, p<.01) and satisfaction (β=.22, p<.01). Secondly, tourism quality has positive effect on perceived value (β=.20, p<.01), satisfaction (β=.10, p<.01), and behavioral intention (β=.19, p<.01). It is found that “perceived value” has positive effect on “satisfaction” (β=.65, p<.01) and behavioral intention (β=.42, p<.01). Finally, it is found that “satisfaction” has positive effect on “behavioral intention” (β=.16, p<.01).

![Figure 1. Structural model.](image)

In terms of model explanatory power, the $R^2$ value represents the prediction ability of the research model, that is, the percentage of variance explained by exogenous variable for endogenous variable, representing the prediction ability of the research model. The higher $R^2$ value, the prediction ability is higher (Hair, et al, 2010). In addition, from the effect of each variable in figure 1, it can be found that the explanatory power of “motivation” for “tourism quality” is 42%, and the explanatory power of “perceived value” is 62%. Motivation, tourism quality and perceived for satisfaction are 78%. The last four latent variables have 50% explanatory power for “behavioral intention”.

**Conclusions and Suggestions**

**Conclusion**

The motivation for pilgrims to worship Mazu affects their expectations of the quality of tourism at religious destinations, and then their perceptions of the value of religious tourism. When tourists feel that the quality of tourism is high and positive, they perceive the value of religious tourism is higher and more positive, the higher the satisfaction, and the higher the intention to visit religious destinations in the future.

**Suggestion**

For temple, the direction of movement in the temple needs to be clarified, because new pilgrims, unfamiliar with the environment, often create crowds. In addition, the guidance of volunteers is also very important, because there are often a whole group of pilgrims to visit the temple, but too many people are overcrowded, affecting the quality of pilgrimage tourists, so volunteers should give clear guidance before the entrance. For government, local governments should consider using cute Mazu figures or totems instead of public facilities and guidelines so that tourists can feel that this is one of the most important places of Mazu faith. Although there are toll parking lots near the temple, the road outside the temple sometimes has serious parking violations, which affect the operation of vehicles on
the road and the safety of pedestrians walking. It is suggested that local police and administrative units should strengthen the prohibition of violations, but also strengthen the situation of vendors' arbitrary stalls. It is suggested that future research should add more factors to the motivation of religious tourism and frequency in order to know more about the religious tourism behavior of tourists.

References


