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RESEARCH ARTICLE

The Influences of Perceived Value Quality on Customer Satisfaction and Customer Loyalty on Historical Park Ayutthaya in Post Covid-19

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ARTICLE INFO	ABSTRACT
  *Corresponding Author: ………………………	The purpose of this study was to 1) evaluate the route diagram of perceived value quality on satisfaction and customer loyalty on historical tourism in the post-covid-19 era, and 2) examine the views of visitors on historical park Ayutthaya in the post-covid-19 age. The embedded design of Creswell and Plano was applied in the research design, which was a hybrid technique. The sample group consisted of 386 visitors who had visited the historical park in Ayutthaya. These tourists were chosen using the process of purposive sampling. For the purpose of this investigation, the instrument consisted of a questionnaire as well as a semi-structured interview. Descriptive statistics and path analysis were the statistical methodologies that were used for the purpose of data analysis. The following is a list of the findings made by the study: 1) The causal association model that was built showed an excellent match with the empirical data, as shown by the following values: X2=78.587, df=103, p=0.965, RMSEA=0.000, CFI=1.000, GFI=0.975, AGFI=0.954, Critical N=0.516, and RMSEA=0.000. 2) The quality of the physical environment and the quality of the peripheral services and amenities do not have a substantial impact on the level of customer happiness, although customer satisfaction is a significant factor in customer loyalty. The purpose of this study is to investigate the empirical data of the relationship path model of elements that influence customer satisfaction and customer loyalty. The findings of this study have the potential to be used in the process of improving the planning of service quality management for historical tourism in Ayutthaya, which is located in the Post-Covid-19 Age.

INTRODUCTION

In the post-modern era, various countries have turned to historical and cultural tourism in the form of historical tourism as a tool to showcase their cultural identity to the global community and generate economic value. The primary objective is to safeguard their history and culture from being assimilated by more powerful nations, as such assimilation could have economic repercussions resulting from subjugation. Due to the potential economic impact resulting from being dominated, the Thai government has adopted a strategy of historical and cultural tourism to mitigate cultural degradation. (Sang-aroon Kanokpongchai, 2022). The reemergence of tourism at Historical Park Ayutthaya in the post-COVID-19 era necessitates a nuanced examination of perceived value quality and its influential role in fostering customer satisfaction and loyalty. As the pandemic reshaped consumer behavior, understanding the factors that contribute to an enhanced visitor experience became paramount. Perceived value, defined as the trade-off between the benefits received and the costs incurred, serves as a critical determinant of customer attitudes and behaviors in this historical context. By exploring these dynamics, this research aims to elucidate the pathways through which perceived value quality translates into heightened satisfaction levels, ultimately cultivating customer loyalty. Furthermore, the implications of these findings could provide vital insights for park management strategies, ensuring that Historical Park Ayutthaya not only recovers from the

pandemic but also thrives as a premier tourist destination in a rapidly evolving landscape of visitor expectations and preferences, as illustrated in Figure 1.
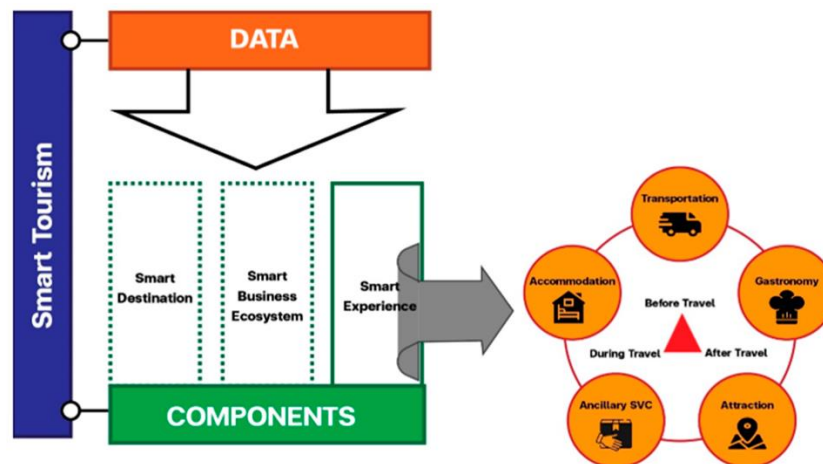

Figure 1: Framework for smart tourism: integrating data and travel components (Frick et al., 2020)

The Historical Park of Ayutthaya, a UNESCO World Heritage Site since 1991, serves as a poignant testament to Thailands rich cultural heritage and architectural splendor. Established in the 14th century as the capital of the Kingdom of Siam, Ayutthaya flourished until its destruction in the 18th century, leaving a legacy of numerous temple ruins, palaces, and sculptures that draw millions of visitors annually. These remnants not only represent significant historical narratives but also evoke a sense of identity and pride among local communities. The parks management increasingly focuses on strategies to enhance perceived value quality, aiming to elevate customer satisfaction and foster loyalty, particularly in the wake of the COVID-19 pandemic, which has fundamentally altered tourism dynamics (Frick et al., 2020). As Ayutthaya navigates its post-pandemic recovery, understanding the historical significance and contemporary visitor expectations becomes critical to its sustainable tourism development. Additionally, these efforts are aimed at fostering economic prosperity for the country. The Thai government has designated the promotion of historical and cultural tourism as a crucial strategy, including the registration of certain tourist sites as global heritage sites. Notably, the Ayutthaya Historical Park stands as a prototype for the promotion of historical tourism within the country's strategic framework.)Office of Ministry Tourism and Sports, 2022(.

The success of a tourist destination in terms of awareness, dissemination, and revenue generation for a country depends on the number of tourists who travel to visit it.)Dallen, 2020(Moreover, a key factor that motivates tourists to travel and explore is their perception of the quality of service and the satisfaction they derive from the tourism experience. However, the outbreak of the Covid-19 pandemic led to the departure of a portion of tourists from the historical park Ayutthaya. This situation, if prolonged, could potentially impact the strategies aimed at strengthening the resilience and revenue generation of the country's historical and cultural tourism sector (Office of Ministry Tourism and Sports, 2022. Nevertheless, it's worth noting that currently, there are still some tourists who remain satisfied with the various services they receive when visiting historical sites, including the historical park Ayutthaya. This is even after the challenges posed by the Covid-19 pandemic)Tat Intelligence Center, 2022).

In investigating the influences of perceived value quality on customer satisfaction and loyalty at Historical Park Ayutthaya in the post-COVID-19 era, this research aims to delineate the components of perceived value quality, including service quality and experiential value, to identify specific areas for improvement that can enhance visitor experiences. Lastly, the significance of this study lies in its potential to inform park management strategies post-COVID-19, offering actionable insights to bolster visitor engagement and sustainable tourism practices, as highlighted in relevant frameworks of sustainable development (Besford et al., 2020; Frick et al., 2020). Ultimately, this study aspires to contribute to the theoretical understanding of customer loyalty mechanisms within cultural heritage sites amidst changing tourism dynamics. Given this context, researchers are thus interested in conducting a study on the perceived value, quality, satisfaction, and customer loyalty of tourists visiting the historical park Ayutthaya in the post-Covid-19 age. This study aims to provide valuable

insights that can guide the development of service quality at historical and cultural tourism sites, ultimately enhancing the overall visitor experience.

LITERATURE REVIEW

This model used in this research was an examination of concepts and theories that could be utilized to establish a conceptual framework and explain the perception of service quality in the context of online business.

Kotler (2000) provides a definition of online business or the purchase of products and services through the online channel as the process of selling goods or services via the internet network. Consumers can search for product information, including details and prices, as well as general information about business operators. The options for buying and making purchasing decisions through online systems have increased significantly. Consumer decisions made through the internet network can stem from motivations, perceptions, learning, self-image, and attitudes. Therefore, to establish a framework for understanding perceived service quality in the context of online business, the following details are outlined:

Perceived Value Quality comprises peripheral service quality and physical environment quality, including:

Peripheral service quality: This pertains to the quality factors that support the service and are interrelated in planning for excellent and distinctive services. These factors encompass various aspects such as communication, human resource management, service accessibility, and after-sales service (Lovelock, 1983). The quality resulting from core service delivery refers to the elements of an organization's services intentionally designed to provide a positive customer experience and quality of service (Lovelock, 2001; Lovelock and Gummesson, 2004). Additionally, Lovelock (1983), (1992), suggest that the main service or product can enhance perceived value. The service or product should consider and incorporate support service quality. Thus, support service quality refers to various elements that contribute to enhancing the main service, and support service quality also leads to differentiation in the main service, resulting in customer satisfaction.

Physical environment quality: Yeh & Huan (2017) discuss the physical environment, defining it as a collection of components including furniture, color, lighting, privacy, viewpoints, sound, and scent, along with various conveniences (Barbera, Goodman & Goh, 2011). They emphasize that the physical environment is a significant part of the service experience, beginning as far back as the 1970s. It is proposed to be more crucial for service experiences compared to products, city ambiance, or weather conditions when making purchase decisions. In summary, the physical environment can be considered an overarching component in the physical realm, encompassing features such as furniture, color, lighting, privacy, viewpoints, sound, scent, and various conveniences. It is a vital aspect of the service experience and a key factor in consumer decision-making when engaging with services.

Customer satisfaction: Woodside (1989) states that consumer satisfaction is a significant factor that arises from receiving services that exceed expectations. Satisfaction occurs after the purchase process and reflects the psychological state of the consumer, indicating preferences and contentment. This is consistent with Tse & Peter (1988), who suggest that service satisfaction stems from past experiences resulting from a single purchase or usage of a service. The overall satisfaction towards the product or service after the purchase and experience leads to positive perceptions by consumers. Babakus and Mangold (1992) define consumer satisfaction as the consumer's response to evaluating the difference between their prior expectations and the actual performance of the product or service after consumption. Zairi (2000) concludes that consumer satisfaction could serve as a guideline for monitoring and improving current efficiency and the potential of a business. Wilson (2008) states that customer satisfaction leads to customer needs, positive recommendations, and repeat purchases. Rutsaert, Rwgan & Pieniak (2013) further emphasize that if consumers have satisfying experiences with a service and are impressed, it can lead to their return for repeat purchases. This can also contribute to building a positive reputation for the future. with the studies conducted by Beom Joon Choi and Hyun Sik Kim (2013) and Gjoko Stamenkov, Zamir Dika (2015), which explored the concept of sustainability in online businesses. They found that in a competitive

online business environment, where customer satisfaction from a single transaction can lead to customer loyalty, word-of-mouth referrals, and repeat business. To achieve maximum customer satisfaction, it is crucial to understand and prioritize quality in all aspects, necessitating a dedicated effort to comprehend and implement.

Social sharing or word of mouth involves communication through online channels, known as e-Word of Mouth Communication. It is a marketing strategy that is cost-effective compared to advertising, easily accessible to consumers, and allows for direct interaction. Moreover, it entails presenting personal opinions about satisfying experiences. word of mouth as a form of communication where customers directly recommend products or services to other customers. Typically, customers recommend individuals who have had prior experience using the product and have a high level of satisfaction. This communication occurs through virtual platforms and is often based on genuine experiences. Bourdeau (2005) states that word of mouth is considered a voluntary form of customer support for products and services through recommendations of both products and service suggestions to people around them. This word of mouth and support can significantly enhance credibility, particularly for services which are intangible in nature. Stephen & Toubia (2010) propose that word of mouth is something recommended by friends or acquaintances, as well as something that has been used before in terms of services. Zeithaml, Berry, and Parasuraman (1996) state that word of mouth behavior involves consumers sharing positive information about a service and the service provider. This typically stimulates interest and a desire for others to use the service, as the service users develop positive feelings towards the service provider.

Repurchase is the intention to engage in repeat service usage, stating that it is a specific type of purchase behavior. It involves the repeated purchase of a particular type of product or service. The decision to engage in repeat service usage is influenced by the consumer's satisfaction with the product and service, leading to a positive attitude and a favorable disposition. This, in turn, influences the decision to make repeat purchases. Hwang & Hyun (2013) state that the intention to engage in repeat service usage is a positive response that can lead to repeat purchases or the intention to use the service again.

The intention to engage in repeat service usage refers to a process related to the mind, having an interest in products and services that have been satisfactorily received, resulting in a strong impression and a positive attitude. This leads to a sense of confidence and trust towards the service provider, eventually generating interest and planning to make future purchases of the same product or service. (Kim, Park, Kim & Ryu, 2013).

According to the review of the literature and related research identifying the research hypotheses, the framework of the relationship between perceived value quality on customer satisfaction and loyalty at Historical Park Ayutthaya in the post-COVID-19 era is presented in Figure 2.
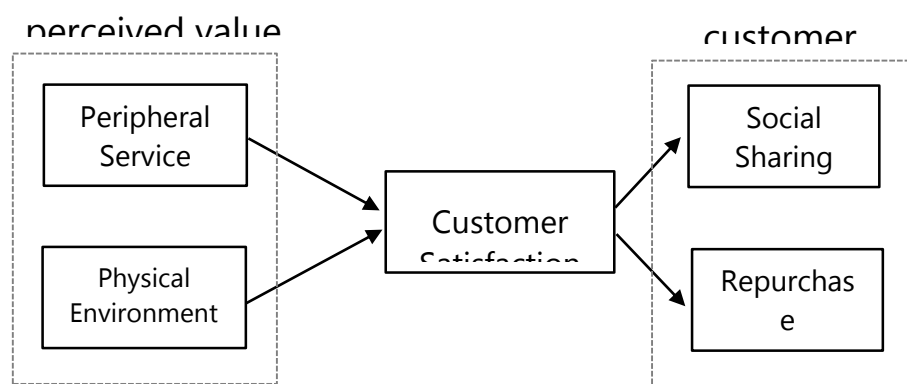

Figure 2: Research framework

METHODOLOGY

There are 2 main steps in conducting research as follows:

Step 1 involves the use of quantitative data collection tools, which include questionnaires. Part 1 of the questionnaire comprises general information, utilizing checklist-type questions. Part 2 employs Likert scale, approximately with 5 levels, using the criterion of a Cronbach's alpha reliability coefficient of at least .70 to assess the questionnaire's reliability. For quantitative data analysis, techniques such as mean analysis, standard deviation, and correlation analysis are employed to analyze the data relationships. (Path analysis) to hypothesis testing with empirical data by variables 1) Perceive Service Quality (peripheral service quality (PSQ) and physical environment quality (PEQ)) 2) Customer Satisfaction (CUSSAT) and 3) Customer Loyalty (social sharing or word of mouth (WOM) and repurchase (R)).

Step 2 involves the utilization of in-depth interviews as a qualitative data collection tool using a semi-structured format. To ensure the credibility of the data, a triangulation approach is adopted, combining various data collection methods, including interviews, observations, note-taking, and using data from multiple sources such as time, location, and individuals. The collected data is then subjected to a triangulation process to verify and validate the findings, following the guidelines proposed by Yeasmin S. and Rahman K. F. (2012).
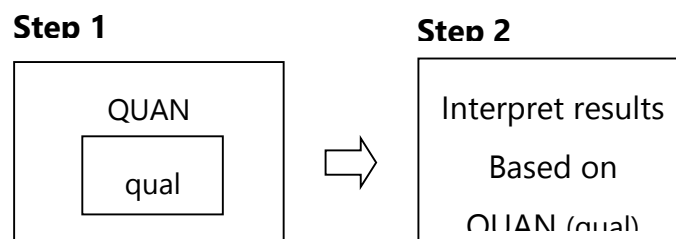

Figure 3: Research design of this research used mixed method

Source: Creswell and Plano, (2007)

For qualitative data analysis, a coding approach is used, where the interviews are transcribed and interpreted to establish connections and provide details that complement the quantitative analysis. The emphasis is placed on extracting rich insights from the data rather than just observing phenomena. Through qualitative and quantitative assessments, it becomes evident that dimensions of perceived value quality deeply affect visitors' intentions to return and recommend the site to others. Consequently, understanding these dimensions allows park management to tailor marketing strategies and service offerings that better align with visitors expectations, ultimately fostering a more loyal customer base.

Data collection

Step 1 Quantitative data collection: Collecting data from sample groups will use random sampling methods and the number specified by the researcher to ensure representative data that can be analyzed meaningfully. Questionnaires will be used in this process. When checking the data in each set of questionnaires, it ensures that the collected data is complete and of quality, preventing errors from outliers that may occur in the data. (Outliers)

Step 2 Qualitative data collection: The researchers begin by identifying individuals who meet the inclusion criteria, contacting them for interviews and scheduling appointments. Before starting the questioning process, the researchers explain the purpose and benefits of the research to the main data providers. Data disclosure is kept confidential. During the interviews, the researchers create an atmosphere of rapport, including observing the behavior of the main data providers. Once all topics are covered in the interviews, the main data providers suggest introducing the next individuals who meet the criteria, using a Purposive Selection approach. The researchers continue this process until all topics are exhausted and data saturation is achieved.

RESULTS

General information: The study's findings revealed that among a sample group of 386 tourists who traveled to Phra Nakhon Si Ayutthaya Province, the majority of tourists had the primary objectives of relaxation and learning about history and culture. Most of them traveled in groups of 4-8 people and received travel information from close acquaintances. The results of the researchers' factor analysis are as follows (as shown in Figure 4):
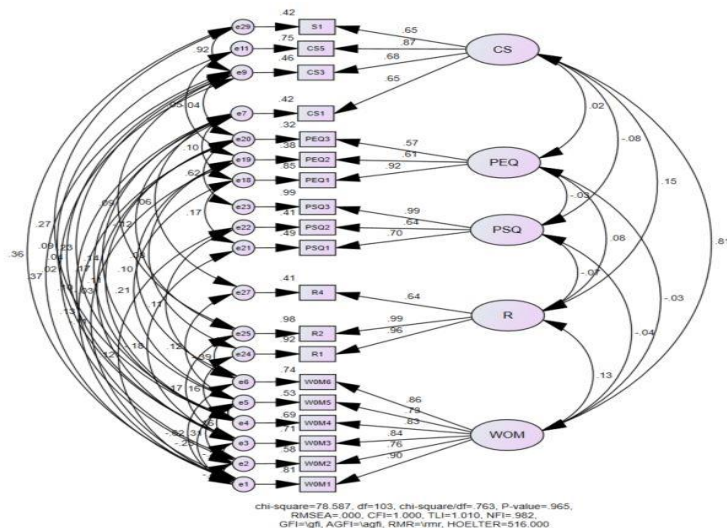

Figure 4: Confirm factor analysis (CFA)

Table 1: Factor loading

Constructs	Indicators	Factor Loading	Composite Reliability	Average Variance Extraction
CS			0.805	0.513
	CS1	0.645		
	CS3	0.678		
	CS5	0.868		
	S1	0.648		
PEQ			0.753	0.516
	PEQ1	0.921		
	PEQ2	0.613		
	PEQ3	0.568		
PSQ			0.829	0.627
	PSQ1	0.697		
	PSQ2	0.639		
	PSQ3	0.993		
R			0.907	0.771
	R1	0.961		
	R2	0.990		
	R4	0.639		
WOM			0.926	0.677
	WOM1	0.901		
	WOM2	0.761		
	WOM3	0.845		
	WOM4	0.828		
	WOM5	0.730		
	WOM6	0.861		
X^2=78.587, df=103, p=0.965, RMSEA=0.000, CFI=1.000, GFI=0.975, AGFI=0.954, Critical N=0.516				

From table 1, it is found that the model fit indices are as follows: X2 = 78.587, df = 103, p = 0.965, RMSEA = 0.000, CFI = 1.000, GFI = 0.975, AGFI = 0.954, Critical N = 0.516. The model shows a good fit based on the criteria. Regarding the weights of each indicator, it is observed that all indicators have weights ranging from 0.568 to 0.990. The indicator with the lowest weight is PEQ3 with a value of 0.568, while the indicator with the highest weight is R2 with a value of 0.990. When considering the composite reliability values, it is found that all composite reliability values are above 0.70, which meets the criteria, with values ranging from 0.753 to 0.926. Additionally, the average extracted variance (AVE) values are all above 0.50, meeting the criteria, with values ranging from 0.513 to 0.771.

In conclusion, all indicators have appropriate weights for constructing the path analysis model in the next step.

Table 2: Discriminant validity

Constructs	CUSSAT	PEQ	PSQ	R	WOM
CS	*0.716*				
PEQ	0.022	*0.718*			
PSQ	-0.078	-0.027	*0.792*		
R	0.151	0.081	-0.071	*0.878*	
WOM	0.813	-0.031	-0.037	0.128	*0.823*
Mean	3.76	3.89	3.95	4.09	4.11
S.D.	0.563	0.304	0.231	0.470	0.562

From the discriminant validity table, it is observed that the relationships between all pairs of components have correlations below 0.85, which meets the criteria. Additionally, when examining the diagonal values, which are the square roots of the AVE (Average Variance Extracted) values, it is found that these values are greater than the correlations between each pair of components. Therefore, it can be concluded that each component has the ability to discriminate differences between the components.
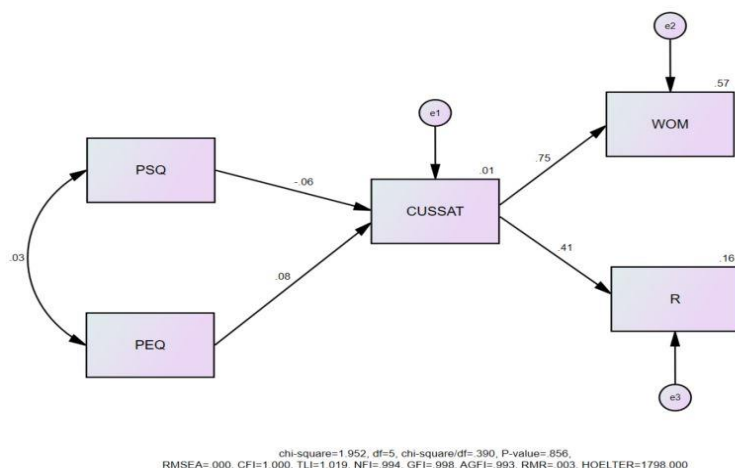

chi-square=1.952, df=5, chi-square/df=.390, P-value=.856,
RMSEA=.000, CFI=1.000, TLI=1.019, NFI=.994, GFI=.998, AGFI=.993, RMR=.003, HOELTER=1798.000

Figure 5: Path model of the influences of perceived value quality on satisfaction and customer loyalty on community based tourism in post covid-19.

Table 3: Path analysis results

Exogenous variables	Endogenous variables								
	CUSSAT R²=0.010			R R²=0.165			WOM R²=0.567		
	DE	IE	TE	DE	IE	TE	DE	IE	TE
PSQ	-0.06			-	-0.026	-0.026	-	-0.048	-0.048
PEQ	0.08			-	0.031	0.031	-	0.058	0.058
CUSSAT	-	-	-	0.75**	-	0.75**	0.41**	-	0.41**
X²=1.952, df=5, p=0.856, RMSEA=0.000, CFI=1.000, GFI=0.998, AGFI=0.993, Critical N=0.1798									

**Significant 0.01

From the path analysis table, it is evident that the overall model of the path analysis is consistent with the criteria, with the following goodness-of-fit values: X2=1.952, df=5, p=0.856, RMSEA=0.000, CFI=1.000, GFI=0.998, AGFI=0.993, Critical N=0.1798. Upon considering individual paths, it is found that only the CUSSAT path directly influences both R and WOM, with influence values of 0.75 and 0.41 respectively. Additionally, the predictive power for these paths is indicated by significance levels of 0.165 and 0.567, respectively. However, statistically significant relationships are not observed in other paths, both in terms of direct and indirect influences, in the respective order.

Based on the research findings, the path analysis model in Step 1 aligns well with the developed hypotheses. In Step 2, the researcher conducted in-depth interviews with the sample group to further elaborate on the relationships between different components. This was done to provide a detailed explanation of the results obtained in Step 1.

1) For the results of the path analysis in Step 1, it was found that peripheral service quality (PSQ) and physical environment quality (PEQ) have statistically non-significant effects on customer satisfaction (CS). Interviews conducted as part of Step 2 revealed that tourists perceive no significant difference in the influence of peripheral service quality and physical environment quality compared to their pre-travel expectations. This is primarily because a majority of the tourists had prior travel experience or had gathered information from the media and acquaintances who had traveled before.

The tourists expressed satisfaction and contentment with various aspects, including the measures taken by government agencies in the area, local businesses, and related services such as restaurants, street food vendors, and tour operators offering elephant rides to view historical sites in Ayutthaya. These services placed a significant emphasis on COVID-19 prevention measures, aligning well with the Thai Ministry of Public Health's guidelines and the transition of COVID-19 into an endemic disease. As a result, tourists felt a sense of safety while traveling.

Due to these factors, it can be concluded that peripheral service quality and physical environment quality have a statistically non-significant impact on customer satisfaction.

2) Customer satisfaction (CS) significantly influences customer loyalty, which encompasses social sharing or word of mouth (WOM) and repurchase (R). Interviews revealed that tourists experience a high level of satisfaction when visiting the historical park in Ayutthaya. This satisfaction is rooted in the fact that visiting the historical park allows them to connect with the past and the significant history that they have studied through books and various media. Experiencing these historical sites in person evokes a sense of awe and fulfills their expectations.

Furthermore, a major portion of the tourists tends to share their positive experiences with others, both through personal interactions and online platforms. They encourage their acquaintances and peers to visit the historical park Ayutthaya, driven by the memorable experiences they had during their own visit. Additionally, many express their intent to return for another visit when the opportunity arises. This indicates a strong likelihood of repurchasing the experience in the future.

Understanding the relationship between perceived value quality and customer satisfaction is essential for organizations aiming to enhance visitor experiences, particularly in the context of Historical Park Ayutthaya in the post-COVID-19 era. Perceived value quality, comprising dimensions such as service quality, product quality, and emotional value, significantly impacts customer satisfaction levels. Higher perceived quality can lead to increased satisfaction, as customers feel their expectations are met or exceeded, fostering positive emotional responses and long-term loyalty (Frick et al., 2020). Furthermore, in a changing landscape marked by heightened health and safety concerns, the alignment of perceived value with visitor perceptions becomes increasingly critical. As customers prioritize overall experiences that emphasize safety and enriching engagement, organizations must ensure that their offerings reflect this dynamic interplay of quality and value to bolster satisfaction, ultimately influencing customer loyalty in a competitive tourist environment (Besford et al., 2020).

In conclusion, the investigation into perceived value quality at Historical Park Ayutthaya reveals critical implications for enhancing customer satisfaction and fostering loyalty in the post-COVID-19 era. The nuanced interactions between service quality, emotional engagement, and visitor expectations underscore the necessity for adaptive management strategies that prioritize both cultural heritage preservation and responsive visitor experiences. Notably, the data suggest that leveraging technological integration can enhance perceived value, as indicated by current trends in smart tourism practices, thereby enabling richer visitor interactions while maintaining sustainability (Frick et al., 2020). Furthermore, consistent communication with stakeholders to align offerings with the evolving needs of visitors may significantly bolster overall satisfaction and encourage repeat visits, thereby reinforcing loyalty. As the park navigates recovery, these findings provide a framework for developing more targeted service strategies that enhance perceived value across diverse visitor demographics, establishing Ayutthaya as a resilient tourism destination.

DISCUSSION

The key findings of this research underscore the vital relationship between perceived value quality, customer satisfaction, and customer loyalty at Historical Park Ayutthaya, particularly in the post-COVID-19 context. Analysis reveals that the dimensions of perceived value—functional, emotional, and social—significantly influence customer satisfaction levels, which, in turn, impact loyalty intentions. The data indicate that visitors emotional engagement with the heritage site enhances their satisfaction, suggesting that experiences evoking strong emotions can foster greater attachment and repeat visits. Furthermore, the study identified that tourists' perceptions of improved safety and enhanced service quality during the pandemic contributed to their overall satisfaction and willingness to recommend the site to others. These insights align with emerging themes in sustainable tourism, indicating that as destinations rebound from crises, integrating perceived value quality factors is crucial in rebuilding and enhancing customer fidelity, as emphasized in Besford et al., (2020) and Frick et al., (2020).

The path analysis model examining the influences of perceived value quality on satisfaction and customer loyalty in Community Based Tourism (CBT) during the Post Covid-19 Age aligns with the developed hypotheses. Specifically, when tourists perceive and recognize the peripheral service quality and physical environment quality, it leads to the generation of customer satisfaction. Corresponds to Shyju P.J et al (2023) Peripheral service quality and physical environment quality are integral components of significant factors that impact the customer satisfaction of the tourist group. Moreover, it's important to recognize that customer satisfaction also leads to the generation of customer loyalty, as well as fostering social sharing. This social sharing encompasses both word of mouth and repurchase behaviors. (I Gusti Ngurah, 2021).

Peripheral service quality and physical environment quality effected on tourist satisfaction aligns with the findings of Singh and Puri (2020), indicating that peripheral service quality influences tourist satisfaction. However, based on the research sample, it was found that the effects of peripheral service quality and physical environment quality were relatively minor. This is due to the fact that many tourists are already satisfied and enjoy visiting historical park Ayutthaya, either due to their historical knowledge or past experiences. As a result, they have a good understanding of the environment and limitations of tourism in the area. Furthermore, for those involved in tourism activities in the area, it is important to communicate clear safety measures during the Post Covid-19 Age. This can be achieved by utilizing social media and other forms of media to disseminate information about safety measures and precautions, as highlighted by Andreea et al. (2021). Regarding the physical environment quality, grouping tourists into smaller sizes and transitioning towards online transaction formats can help minimize physical contact and enhance confidence in safety, as noted by Phuripinisnant (2022). Additionally, it was observed that reducing the group size of tourists in certain areas can be a strategy to promote tourism during the Post Covid-19 Age, as tourists generally feel more confident in safe environments. Overall, the research supports the notion that peripheral service quality, physical environment quality, customer satisfaction, customer loyalty, and social sharing are interconnected factors that play significant roles in the context of Community Based Tourism in the Post Covid-19 Age.

Customer satisfaction (CS) significantly influences customer loyalty, encompassing social sharing or word of mouth (WOM) and repurchase (R). This is because when tourists are satisfied or perceive the quality to meet or exceed their expectations from visiting historical park Ayutthaya, there is no perceived quality gap between expectations and actual experiences (Russ Cosier, 2021). Moreover, tourists feel confident and are inclined to return for future tourism experiences. Additionally, it was found that when tourists experience satisfaction from receiving good service quality, they are impressed and tend to exhibit behavioral intentions. This includes sharing their positive experiences with those close to them and communicating through online channels. Furthermore, they express an intention to revisit for tourism services in the future (Singh and Puri, 2020; Miswanto and Yessi, 2019; Hausmann, 2012).

In summary, the research supports the relationship between customer satisfaction and customer loyalty, highlighting the significance of social sharing, repurchase intentions, and the intention to revisit based on positive experiences in the context of historical park Ayutthaya tourism. The management and policy implications for Historical Park Ayutthaya necessitate a multifaceted approach to enhance perceived value quality, which directly influences customer satisfaction and loyalty in the post-COVID-19 era. By prioritizing the integration of sustainable practices aligned with the Sustainable Development Goals, managers can create enriching experiences for visitors while fostering a sense of community involvement and stewardship towards the heritage site (Besford et al., 2020). Furthermore, leveraging technology to offer interactive and informative experiences— akin to the models developed in international collaborative projects—may enhance visitor engagement and educational value, thereby strengthening brand loyalty (Frick et al., 2020). Initiatives focusing on staff training in customer service excellence are imperative, as they contribute to the quality of interactions that visitors have, ultimately shaping their overall satisfaction. Additionally, strategic marketing efforts must emphasize the unique historical and cultural significance of Ayutthaya, reinforcing its value to both domestic and international audiences.

CONCLUSION AND RECOMMENDATION

The research concludes that stakeholders involved in historical park Ayutthaya tourism should prioritize the development of peripheral service quality and physical environment quality. These aspects contribute to generating tourist satisfaction with the service quality. Furthermore, when tourists are satisfied with the quality of service received, it leads to customer loyalty. This loyalty is evident through their return visits and their advocacy to friends and family to visit historical park Ayutthaya, thereby increasing its popularity. In addition, it has been observed that in the post-Covid-19 era, cultural and heritage tourists still have a desire to engage in on-site visits to historical park Ayutthaya, similar to the past. This preference is due to the fact that traveling to historical and cultural heritage sites, such as the world heritage site of historical park Ayutthaya, triggers feelings of nostalgia and allows for a genuine experience of historical and cultural elements.

Furthermore, these tourists wish to experience the various aspects of the tourism environment, particularly the cultural identity of the local service providers. This experiential element cannot be fully fulfilled through remote means such as media consumption. Additionally, those involved in historical park Ayutthaya tourism should adapt their preventive measures and certain types of tourism to be suitable and flexible according to the prevailing circumstances. This adjustment aims to instill confidence in tourists and help them recognize the quality of service provided through their travel experiences.

In light of the findings related to perceived value quality and its influence on customer satisfaction and loyalty at Historical Park Ayutthaya in the post-COVID-19 era, future research should adopt a multi-faceted approach to deepen our understanding of these dynamics. It is recommended that studies investigate the long-term impacts of emerging digital technologies, such as augmented and virtual reality, on enhancing visitors perceived value experiences. Additionally, qualitative methodologies could be employed to explore the nuanced emotional and cultural dimensions of visitor satisfaction, thereby providing a richer context to quantitative data. Importantly, practitioners should consider implementing targeted training programs for staff that emphasize customer engagement and service quality, as these factors are critical in fostering loyalty. The integration of feedback loops from visitors should also be prioritized, allowing for continuous improvement in

service delivery and the overall visitor experience. Incorporating these recommendations will contribute significantly to the literature and practice of sustainable tourism management.

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