

INVESTIGATION OF PERCEIVED SERVICE QUALITY, DESTINATION IMAGE AND REVISIT INTENTION IN MUSEUMS BY DEMOGRAPHIC VARIABLES

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Abstract: This study aims to reveal the differentiation status of the dependent variables determined in the form of perceived service quality, destination image, and revisit in museums according to demographic characteristics. A face-to-face survey technique was applied between 26.09.2020 and 29.11.2020 to 512 local tourists from the museum visitors in Eskişehir, which were selected with the easy and purposeful sampling method. T-test and ANOVA analysis were carried out within 476 available questionnaires. The results found that women approached more positively the service offered in museums, the image of the city and re-trips. In addition, it was also understood that the married people liked the service in the museums more and wanted a more frequent visit for their single friends. At the same time, it has been determined that the perceived service quality in museums, ideas about the destination, and renewed visits are not affected by the income level. In addition, it has been observed that the quality of service in museums, ideas about the destination, and repetitive visits differ significantly according to the level of education.

Key words: destination image, service quality in museums, socio-demographics, revisit intention, Eskişehir

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INTRODUCTION

The quality of service, where the relationship between expectations and the service offered is compared and evaluated in the consumer mind (Grönroos, 1984), is an important driver for museums that welcome millions of tourists annually. Allan describes museums as a physical space or a building where collections are examined, researched, and placed (1963, p. 5), while Chung argues that museums are places where abstract heritage is preserved (2004, p. 21). In this regard, these organizations that maintain the presence of tourism in destinations are, in a sense, the memory of societies. Such strong structures, located in places where tourist facilities are developed, are also determinants of the subjective interpretations accumulated about cities. These interpretations, which are formed positively or negatively from all experiences, may also vary according to perceptions. Differences in these ideas are also becoming evident in repeated visits to the main goal of a tourist trip. In this way, it is believed that the number of visitors may influence repeated visits. The information provided shows that social elements among personal factors, in other words, elements such as gender, age, marital status, education level, and income level, have an identity that can be used for any experience gained during the trip. In this respect, more effective marketing can be done with smarter planning by determining the differences in opinions.

When the studies conducted within the framework of the subject were examined, it was understood that a limited number of studies were conducted that conveyed the role of demographics in quality of service, the image of cities, and repeated visits. Even no study has been found that examines these three variables together on the basis of demographic characteristics. From this point of view, these three variables, which are determined as the service received from the city attractions, the ideas about the city and the desire to visit again, and can affect each other, individuals are the gender, age, education level, income level, etc. it was thought that it could arise in the context of many factors. Thus, it has aimed to determine whether the demographic structure significantly changes the perceived service quality, destination image and revisit intention in museums. In addition, sub-objectives were determined as whether the service offered in the museums was liked or not, whether there was a positive view of the region and whether the city had a potential for repetitive visits.

In line with the objectives, it is aimed to bring to the literature the determination that demographic variables can be used to improve and strengthen urban tourism. In this context, all hypotheses were answered on the basis of Eskişehir province. In addition, the fact that the targeted sample group consisted of local tourists also constituted the limitation of the research. First, the perceived service quality, destination image and revisit intention in museums were discussed. Then, it was explained from whom and how the data were collected with the quantitative research method and survey technique, considering the determined purpose. Afterward, the information on which of the statistics were used for which reason and the findings and interpretations determined by the analysis were discussed. Lastly, the achieved results, why these findings might have been reached, ideas on how the industry can benefit from this study, and suggestions for researchers who should conduct studies on the same subject in the future have been conveyed.

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LITERATURE REVIEW

Studies on Perceived Service Quality in Museums

One of the issues explored in the quality of service where new approaches have been introduced is the perceived quality of service in museums. In this context, Frochot and Hughes (2000) prepared the HISTOQUAL model based on the SERVQUAL scale, while Allen (2001) prepared the MUSEQUAL model. Another important scale related to the subject is the MUSEQUAL survey, addressing the "physical characteristics," "willingness," "consumables," "communication," and empathy groups in 28 items by combining SERVQUAL, HISTOQUAL and the MUSEQUAL scales developed by Allen (2001) (Hsieh, 2010; Hsieh et al., 2015). With all these measurement tools mentioned above, the positive and negative elements are made clear to improve or revive the current management. It has been observed that a limited number of studies are available when approaching perceived service quality in museums in terms of demographic characteristics. In the studies conducted by Cheng and Wan (2012) to address the quality of service in Macau museums, it is seen that the perceptions of service of individuals of different ages, educational levels, and occupational groups also diverge.

In the research conducted by Harman and Akgündüz (2014) with foreign visitors to the Ephesus Archaeological Site, it has been determined that museum expectations significantly differ according to marital status and age. Apart from these, it was also discovered that the expectations of the museum experience differed significantly solely by gender and marital status (Sheng and Chen, 2012). Dirsehan's (2011) thesis showed that categorical variables such as gender, marital status, age, educational status, income level, professional groups, and frequency of visiting museums cause similar results in perceptions of the museum experience. Similar findings were also found in Yılmaz and Yetiş's (2016) article about Göreme Open Air Museum. According to this study, it was concluded that participants of different genders, ages, and income levels had the same museum experience. Still, people of different educational degrees had separate rates of enjoying museums. But the study, which measured satisfaction levels at the Stevenson Museum in Samoa, found that gender, age, education level, and ethnic group elements affect the satisfaction rate (Huo and Miller, 2007).

Destination Image and Intention to Revisit

A common consensus has not been reached on the definition of destination image based on comparing expectations with reality and summation of thoughts and feelings people hold about a place (Hemmonsby and Tichaawa, 2018). However, it has also been noticed that the components are listed as follows: reaching a general opinion, which includes stimulating (internal) factors including primary (personal experience) and secondary image (information sources consulted without going to the destination); tourist motivation, showing desires, needs, drives and interests; socio-demographic variables including characteristic features such as gender, age, marital status, occupation, education level, family life, social class, values, personality, and lifestyle; and various information sources including past experiences such as the internet, advertisements, news, magazines, and magazines. Since the main theme of perception includes commentary, it has been concluded that demographic characteristics dominate all tourist actions, from destination selection to image formation (Woodside and Lysonski, 1989; Um and Crompton, 1990; Beerli and Martin, 2004). As for the explanation, MacKay and Fessenmaier (1997), in their Canadian study, showed that the image of the destination was not differentiated by age and marital status but also found a significant gender difference, income level, and familiarity (number of previous visits). Mahasuweerachai and Qu's (2011) article on tourist characteristics and destination image stated that age, income level, and the number of participants govern the image in the regions, while gender and marital status do not have any effect. Another publication based in Australia with a similar purpose found that the perception of countries varies only by gender and age (Walmsley and Jenkins, 1993). In addition, Baloglu (1997)'s article aimed to reveal the thoughts of tourists from West Germany about the United Nations, marital status, age, and occupational groups play a decisive role in the perceived image, while gender, income range, and education level are ineffective. There are also studies in which only education shapes the city's image (Stern and Krakover, 1993), and the perception of various tourist destinations differs only depending on gender and family status (Chen and Kerstetter, 1999). If in the national studies, by Çanakçı et al. (2019), gender, age and education level in addition to these characteristics, Özdiçiner et al. (2017), also have been concluded that marital and working status and income level create significant differences in the image of the destination. In addition to these, also it has been revealed in the international literature that the perception of destination develops only depending on the age factor (Ajayi and Tichaawa, 2020).

The intention to visit again, which is deemed as the level of satisfaction with the image of the destination formed after the consumption of tourist products, is a kind of behavior planning for the future of tourist areas. When the intention to revisit is separated in terms of individual characteristics, as in a study by Boit (2013), where he examined whether the destination attractiveness and satisfaction of tourists in Lake Kenya Nakuru National Park affect their intention to revisit, it was concluded that gender, age, and education significantly affect the repeat visits. While examining the effect of satisfaction on repeated visits in the example of "Sakarılıca," one of the thermal tourism destinations, it was understood that they evaluated repeated travels as the same for categorical groups such as gender and income. They separately evaluated marital status, age, education level, and occupational groups (Seçilmiş, 2012). In the article on the effect of the changing destination image on the intention to revisit, it is accepted that gender, age, number of visits, and the reason for visiting affect repeat travel decisions (Yüce et al., 2019). In Öztürk's (2019) master's thesis, in which he details the effect of camping experiences in Gökçetepe Nature Park on visitor satisfaction and intention to revisit, no difference was found in repeated visits in terms of gender, marital status, age, education, income level, and occupation. In the practice of Petrick (1999), in which golf travelers are taken into account, age and education level are associated with revisit intentions, while gender, income, and ethnicity are found to be independent. In the scientific publication of Küçükler et al. (2019), in which he examined the demographic variables within the scope of Russian tourists, it was found that education significantly contributed to revisiting.

RESEARCH METHODOLOGY

The method part of the research will proceed as in Figure 1.

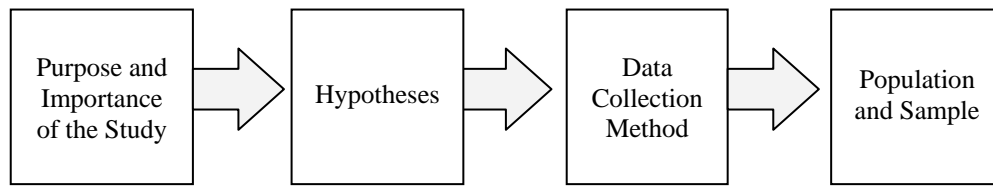


Figure 1. Flow chart of the research

Purpose and Importance of the Study

The purpose is to determine whether the perceptions of local tourists coming to Eskisehir about the perceived quality of service, the image of the destination, and the intention to visit again differ according to demographic characteristics. But there are sub-goals to the study and the main purpose. These are; determining the service quality perceptions of visitors towards museum tourism of Eskişehir destination, revealing the perception of destination image of Eskişehir province from the point of view of local tourists, determining whether local tourists are willing to revisit the region and museums, determining the visitor profile of individuals visiting Eskisehir province and museums.

The fact that no publication was made in the museums addressing the variables "*perceived quality of service*," "*destination image*," and "*intention to visit again*" within the framework of the Eskisehir destination and that no research was conducted that processed these three variables together also revealed the importance of the study.

Hypotheses

The hypothesis related to the perceived service quality in museums has been established based on the following facts: Expectations vary according to gender (Lagrosen and Lagrosen, 2007); married people and families with children play a more passive role in tourism than singles (Doğan, 2004); the quality of the requested service is directly affected by the level of education (Güneş et al., 2019); education level progresses at the same level as income level (Kozak et al., 2019, p. 101); and people's lifestyles, habits, and awareness levels increase in direct proportion to the expected service quality (Dalgıç, 2013). The hypothesis related to the destination image has been established based on the following facts: Socio-demographic characteristics such as gender, educational status, and income level are defined as internal determinants of consumer behavior (Beerli and Martin, 2004; MacKay and Fessenmaier, 1997; Walmsley and Jenkins, 1993; Baloglu, 1997); marital status is a strong factor in reaching a positive or negative opinion about the destination (Baloglu and McCleary, 1999, p. 870); and previous visits play a decisive role in tourist behavior and affect the image formation towards the city positively or negatively (Murphy, 1999, p. 25). The hypothesis related to revisiting intention has been established based on the following facts: As repeated visits occur at different levels in men and women (Esu, 2015), and the individual identities of the tourists play an important role in the decision to visit again (Um et al., 2006). As the number of visits to the same area increases, the intention to revisit decreases (Park et al., 2019). Based on the literature review, the hypotheses of this study are as follows:

H₁: Perceived quality of service in museums varies significantly by gender.

H₂: Destination image shows a significant difference based on the gender variable.

H₃: The intention to revisit differs significantly according to the gender of the visitors.

H₄: The perceived service quality in museums shows a significant difference according to the participants' marital status.

H₅: Destination image has a significant difference in terms of marital status.

H₆: The intention to revisit significantly differs according to the marital status of the visitors.

H₇: The perceived service quality in museums shows a significant difference according to the income level.

H₈: Destination image has a significant difference in terms of income level.

H₉: Revisit intention has a significant difference in terms of income level.

H₁₀: The perceived service quality in museums shows a significant difference according to the education level of the participants.

H₁₁: Destination image has a significant difference in terms of education level.

H₁₂: The intention to revisit significantly differs according to the education level of the visitors.

H₁₃: There is a significant difference in the destination image regarding the number of previous visits to the city.

H₁₄: Revisit intention differs significantly according to the frequency of visitors visiting the city.

H₁₅: The perceived service quality in museums shows a significant difference according to the frequency of museum visits in the last five years.

Data Collection Method

The survey method, one of the quantitative research methods, was used in the study. The data collection process, which began on 26.09.2020, was terminated on 29.11.2020 due to repetition. The survey form applied is divided into two parts according to the content. In the first part, demographic variables appropriate to the research purpose were included. In the second part, the items related to perceived service quality, destination image and revisit intention in museums were applied on a 5-point Likert scale. In this section, the following sources were used to determine the perceived service quality in museums: Temel's (2019) thesis explaining the state of museology and museum tourism in Turkey; adaptation of the HISTOQUAL scale developed by Frochot and Hughes (2000) by Güneş et al. (2019); Aksu et al.'s (2017)'s research on the service perception of domestic tourists visiting Çanakkale Archeology Museum and

adaptation of the scale used by Hsieh et al. (2015) in their article conducted at the National Museum of Natural Sciences by Sert and Karacaoğlu (2018). On the other hand, the research, which includes the translation of the Royo-Vela (2009) scale into Turkish by Koroğlu and Güzel (2013) and Celep's (2019) thesis on the effect of service quality on the destination image within the scope of local health tourism were used to identify general ideas about the destination. Finally, the expressions in the study by Organ and Soydaş (2012) were used to determine the intention to visit again.

Population and Sample

Local tourists visiting Eskişehir constitute the population of the research. The latest statistics from Eskişehir Municipality show that 919,347 local tourists visited the region in 2019; thus, this numerical data was accepted as the population (http://www.eskisehir.bel.tr/dosyalar/istatistiklerle_eskisehir/2019.pdf). In the data collection phase, first of all, the tourists visiting the museums in Eskişehir "*Odunpazarı Region*" were selected by a convenience sampling method from non-probability sampling methods without taking any criteria into account. Afterward, judgmental sampling, one of the non-probability sampling methods, was used. Those who filled out the questionnaire were asked to be people who had visited the city before and visited at least three museums with traditional and modern concepts for the first time. At this point, the "*three museums*" requirement was determined according to the fact that tourists visiting one or two museums on a regular basis are considered sufficient to reach a general opinion about the museums in the whole city (Mavragani and Lymperopoulos, 2014; Frochot and Hughes, 2000). Furthermore, because museology is established in the literature on two foundations, traditional and modern museums, in accordance with the past and present understanding, traditional and modern museum visits were maintained as a requirement for the participants. As a result 512 domestic tourists filled out the survey form in person, even though they might have filled it out wrong.

ANALYSIS OF DATA AND FINDINGS

Findings Regarding the Demographic Characteristics of the Participants

The frequency and percentage distributions of demographic information such as gender, marital status, income level, education level, number of previous visits to the city and frequency of visiting museums in the last five years of local tourists are shown in Table 1. According to Table 1, 60.5% of the participants are women and 39.5% are men. In this context, it is seen that the female group variable has a higher participation than the male group variable. Considering their marital status, it was determined that 295 of the individuals were single and 181 of them were married. Therefore, it has been concluded that single museum visitors participate more intensely in museum tourism than married museum visitors. When the income level was examined based on the minimum wage in 2020, it was found that the income range of 3.000-3.999 was marked the most with 111 people (23.3%). It has been understood that the least marked option by the visitors is the range of 2.326-2.999. Considering the education level, it was determined that 58.2% of the local tourists completed their university education. Considering the number of previous visits to the city, it was noted that 69.5% of respondents revisited the destination multiple times. When the frequency of visiting museums in the last five years is examined, it is concluded that 31% (148) with the highest share mark the option "*more than 3 times a year*". In this context, it is possible to say that museum culture is experienced more intensely in 31% of the sample group.

In this study, where the average age was 29.9, it was determined from multiple responses that the most visited museum in Eskişehir was the Odunpazarı Meerschaum Museum and the internet resources were generally consulted while being informed about the museums in this city and the visitors were mostly interested in art museums.

Reliability and normal distribution test results of scales

As a result of the factor analysis, it was found that the perceived service quality in museums consists of physical characteristics, responsiveness and communication factors it has been seen that the destination image consists of atmosphere, attractiveness, emotional perception, cognitive value and satisfaction. Finally, it was determined that the intention to revisit was unidimensional. It was also understood that the entire survey obtained strong reliability with the ratio of $\alpha=0.979$ in a total of 49 statements. The skewness with kurtosis values was found to be between -1.5 and +1.5. According to the information obtained, it was found that the number of samples was sufficient, and the evenly spaced scale data showed a normal distribution. Therefore it was decided to apply parametric tests. In addition, analyzes were carried out with the sum of all factors without distinguishing between factors.

Table 1. Frequency analysis results of visitors' demographic characteristics

| Demographic Variables | Category | n | % |
|--|--------------------------------------|-----|------|
| Gender | Female | 288 | 60.5 |
| | Male | 188 | 39.5 |
| Marital Status | Married | 181 | 38.0 |
| | Single | 295 | 62.0 |
| Income Level | 2.325 and below | 104 | 21.8 |
| | 2.326-2.999 | 52 | 10.9 |
| | 3.000-3.999 | 111 | 23.3 |
| | 4.000-4.999 | 107 | 22.5 |
| | 5.000 and above | 102 | 21.4 |
| Education Level | Primary education | 4 | 0.8 |
| | High school | 113 | 23.7 |
| | University | 277 | 58.2 |
| | Master | 71 | 14.9 |
| | Doctorate | 11 | 2.3 |
| Number of Previous Visits | Once | 145 | 30.5 |
| | Twice | 163 | 34.2 |
| | Three times and more | 168 | 35.3 |
| Frequency of Visiting Museums in the Last Five Years | At intervals of more than five years | 26 | 5.5 |
| | 1 in 3-5 years | 52 | 10.9 |
| | 1 in 2 years | 40 | 8.4 |
| | 1 per year | 100 | 21.0 |
| | 2-3 per year | 110 | 23.1 |
| | More than 3 times a year | 148 | 31.1 |

Examination of Variables within the Scope of Difference Analysis

T-test results for independent samples

Under this heading, it is mentioned whether being a male and female or being married or single creates separate perspectives against the service received from museums, the image of the destination and the intention to revisit the city. Below are analyses of these assumptions:

Table 2. The differentiation of perceived service quality, destination image, and revisit intention in museums according to gender variable

| Variable | Gender | N | Mean | S.D. | t | df | P |
|--------------------------------------|--------|-----|--------|---------|-------|-----|------|
| Perceived service quality in museums | Female | 288 | 3.6639 | 1.03325 | 2.517 | 474 | .012 |
| | Male | 188 | 3.4146 | 1.09057 | | | |
| Destination image | Female | 288 | 3.6970 | .81097 | 2106 | 474 | .036 |
| | Male | 188 | 3.5346 | .83960 | | | |
| Intention to revisit | Female | 288 | 3.8704 | 1.39748 | 2.089 | 474 | .037 |
| | Male | 188 | 3.5922 | 1.45452 | | | |

Table 3. T-test findings of perceived service quality, destination image and revisiting intention in museums in the context of marital status

| Variable | Marital Status | N | Mean | S.D. | t | df | p |
|--------------------------------------|----------------|-----|--------|---------|-------|-----|------|
| Perceived service quality in museums | Married | 181 | 3.4227 | 1.01782 | 2.308 | 474 | .021 |
| | Single | 295 | 3.6531 | 1.08084 | | | |
| Destination image | Married | 181 | 3.6283 | .83040 | .093 | 474 | .926 |
| | Single | 295 | 3.6356 | .82364 | | | |
| Intention to revisit | Married | 181 | 3.9282 | 1.51751 | 2.017 | 474 | .044 |
| | Single | 295 | 3.6576 | 1.35802 | | | |

According to the data obtained, it was found that the perceived service quality in museums differs significantly by gender at the 0.05 significance level, the gender factor affects the impressions of the destination and that the group of males and females approached the act of revisiting the same place differently. It was also observed that women developed a more positive attitude towards the perceived quality of service in museums, the image of the destination and the intention to visit it again than men. In this context, H1, H2 and H3 have been accepted. In Table 3, marital status was considered as the control variable. It has been revealed that single museum visitors and married museum travelers evaluate the service in museums differently with a 95% significance level, that marital status did not affect the perception of the destination image and that married and single do not think alike about repeated visits. Also when the means and standard deviations are examined, it is understood that the single people like the perceived service quality and destination image in museums more than the married people, but their rate of requesting recurring trips is lower. Therefore, while the H4 and H6 hypotheses were confirmed, the H5 hypothesis was rejected.

One-way analysis of variance (ANOVA) findings

Within the research framework, control variables such as income status, education level, number of previous visits to the city and the habit of visiting museums were analyzed with three dependent variables: Perceived service quality in museums, destination image and intention to revisit. The findings in the light of the explanations are as follows:

Table 4. The difference in perceived service quality, destination image and revisiting intention in museums within the scope of income level

| Dimension | Income Level | N | Mean | F | P | Significant Difference |
|--------------------------------------|-----------------|-----|------|------|-------|------------------------|
| Perceived service quality in museums | 2.325 and below | 104 | 3.60 | .457 | 0.767 | - |
| | 2.326-2.999 | 52 | 3.57 | | | |
| | 3.000-3.999 | 111 | 3.56 | | | |
| | 4.000-4.999 | 107 | 3.63 | | | |
| | 5.000 and above | 102 | 3.44 | | | |
| Dimension | Income Level | N | Mean | F | P | Significant Difference |
| Destination image | 2.325 and below | 104 | 3.63 | .884 | 0.473 | - |
| | 2.326-2.999 | 52 | 3.72 | | | |
| | 3.000-3.999 | 111 | 3.64 | | | |
| | 4.000-4.999 | 107 | 3.69 | | | |
| | 5.000 and above | 102 | 3.50 | | | |
| Dimension | Income Level | N | Mean | F | P | Significant Difference |
| Intention to revisit | 2.325 and below | 104 | 3.73 | .668 | .614 | - |
| | 2.326-2.999 | 52 | 3.84 | | | |
| | 3.000-3.999 | 111 | 3.87 | | | |
| | 4.000-4.999 | 107 | 3.79 | | | |
| | 5.000 and above | 102 | 3.57 | | | |

When the above table was examined, it was found that the income level did not make a significant difference in the quality of service received from museums, in the general image of the regions and in revisiting preferences as the "p" value was above

0.050. The fact that the averages are close to each other also supports that they have similar evaluations. Accordingly, hypotheses H7, H8 and H9 were not accepted. When the subject is approached in terms of education, the results are as follows:

Table 5. ANOVA values the impact of education level on perceived service quality, destination image and revisit intention in museums

| Dimension | Education Level | N | Mean | F | P | Significant Difference |
|--------------------------------------|-------------------|-----|------|--------|-------|-----------------------------------|
| Perceived service quality in museums | Primary education | 4 | 4.12 | 31.948 | 0.000 | 1*2, 2*3, 2*4, 2*5 |
| | High school | 113 | 2.68 | | | |
| | University | 277 | 3.82 | | | |
| | Master | 71 | 3.88 | | | |
| | Doctorate | 11 | 3.80 | | | |
| Dimension | Education Level | N | Mean | F | P | Significant Difference |
| Destination image | Primary education | 4 | 4.46 | 30.393 | 0.000 | 1*2, 1*3, 1*4, 1*5, 2*3, 2*4, 2*5 |
| | High school | 113 | 2.97 | | | |
| | University | 277 | 3.81 | | | |
| | Master | 71 | 3.87 | | | |
| | Doctorate | 11 | 3.86 | | | |
| Dimension | Education Level | N | Mean | F | P | Significant Difference |
| Intention to revisit | Primary education | 4 | 4.25 | .266 | 0.000 | 1*2, 2*3, 2*4, 2*5 |
| | High school | 113 | 2.57 | | | |
| | University | 277 | 4.11 | | | |
| | Master | 71 | 4.17 | | | |
| | Doctorate | 11 | 4.21 | | | |

According to the ANOVA test, it was accepted that the level of education has a statistically significant effect on the perceived service quality in museums. In this context, the perceptions of those who have completed primary education regarding the quality of service in museums are more positive than those who have completed high school, university, master's, and doctorate degree education. In contrast, it has been determined that high school graduates like museums less than visitors with primary education, university, master's, and doctorate degrees. Another result is that the general perception of Eskişehir varies significantly according to the level of education. Accordingly, it was found that the destination image perceptions of primary education and high school, primary education and university, primary education and master's degree, primary education and doctorate, high school and university, high school and master's, and high school and doctorate pairs are not the same. Thus, it has been determined that primary school graduates are more satisfied with the city than those who have completed high school, university, graduate and doctoral education. It was also revealed that high school graduates like the city less than those with primary education, university, master's and doctoral degrees. When finding out whether education level affects thoughts about revisits, a significance level of $p = 0.000$ was found. Within the results, it was found that people with a primary education level were more likely to go back to a place than anyone else. In contrast, high school graduates were the most distant group from this tendency. In this context, a difference was found between primary education and high school, high school and university, high school and master's, high school and doctorate groups. Thus, hypotheses H10, H11, and H12 were confirmed. Other hypotheses tested within the scope of the study are as follows:

Table 6. Examining the difference in destination image and intention to revisit the city according to the number of times they have visited the city before

| Dimension | Number of previous visits to the city | N | Ort | F | P | Significant Difference |
|----------------------|---------------------------------------|-----|------|--------|-------|------------------------|
| Destination image | Once | 145 | 3.72 | 46.797 | 0.001 | 1*3, 2*3 |
| | Twice | 163 | 3.74 | | | |
| | 3 times and more | 168 | 3.44 | | | |
| Dimension | Number of previous visits to the city | N | Ort | F | P | Significant Difference |
| Intention to revisit | Once | 145 | 3.96 | 45.625 | 0.004 | 1*3, 2*3 |
| | Twice | 163 | 3.87 | | | |
| | 3 times and more | 168 | 3.47 | | | |

In Table 6, it is shown that the number of visits to the regions creates a significant difference regarding the positive image of the destination. In this regard, it is understood that those who have visited the city once and twice before and those who have visited it three times and above are not in the same opinion. Based on the averages, it has been stated that those who visit the city three times or more have a more negative attitude towards the region than those who visit once or twice and those who visited twice were more satisfied with the city than those who visited once or three times or more. Then, as a result of the Games-Howell test, one of the multiple comparison tests, it has been noticed that those who have visited once are more likely to visit Eskişehir again than those who have visited three times or more.

Those who have visited twice are more inclined to see Eskişehir again than those who marked the option "three times or more." In this framework, hypotheses H13 and H14 were accepted. Below is a comparative analysis of the participants' habits of visiting museums and how they found the service in museums:

As a result, a one-way analysis of variance determined that the frequency of visiting museums significantly changed the level of enjoying the perceived service quality in museums since the p-value reached 0.004 significance. In this context, it has been found that survey participants who go to museums at intervals of more than five years do not share the same views with those who visit museums more than 3 times a year. Therefore, it has been observed that those who

meet their expectations from the service in the museums the most are those who visit museums at intervals longer than five years. On the other hand, it was noted that those who were least satisfied were those who attended more than 3 museum visits a year. In addition, the H15 hypothesis was confirmed with the result obtained.

Table 7. Results on the difference between the frequency of visiting museums and the perceived service quality in museums in the last five years

| Dimension | Frequency of visiting museums in the last five years | N | Mean | F | P | Significant Difference |
|--------------------------------------|--|-----|------|-------|-------|------------------------|
| Perceived service quality in museums | At intervals of more than five years | 26 | 3.97 | 3.461 | 0.004 | 1*6 |
| | 1 in 3-5 years | 52 | 3.71 | | | |
| | 1 in 2 years | 40 | 3.73 | | | |
| | 1 per year | 100 | 3.64 | | | |
| | 2-3 per year | 110 | 3.63 | | | |
| | More than 3 times a year | 148 | 2.28 | | | |

RESULTS AND DISCUSSION

According to the research results, it has been determined that females are more willing to participate in the survey than males and show more interest in museum visits. In addition, it has been observed that Eskişehir hosts more local female tourists in general terms and in terms of repeated visits. At the same time, it has been determined that single participants attend museum and tourism activities more often than married people. It has been revealed that Eskişehir and the museums of this city attract adults more than the young and old population in the context of local tourists. Also, the fact that people's primary goal is to gain the power to meet their basic needs and then participate in tourism to socialize supports the finding that low-income people come to the region less and confirms that the city hosts more individuals with incomes above the minimum wage. Concerning education level, it has been observed that the desire to see Eskişehir and its museums is more intense among university graduates. It was discovered that 69.5% of those who visited the museums had visited Eskişehir twice or more before but did not visit them. While this data indicates that a region is a suitable place for repeated visits, it also means that museums should be given more place in tourism. In addition, based on the specified time intervals, it has been revealed that mostly museum-loving travelers come to the region; in other words, 358 visitors visit at least one museum during the year. In this sense, it can be said that individuals with museum culture know Eskişehir and the museums there.

As a result of the determination extracted from the items prepared following the multiple option system, it has been determined that the "*Odunpazarı Municipality Meerschaum Museum*" is the most visited museum in the province and the promotion activities are focused on this museum. The fact that it is the first destination for tourists in terms of location and that it has been designed in a style that will attract the attention of visitors in terms of size and image are also reasons for reaching this finding. In addition, it has been understood that the source that museum travelers use to be aware of the museums in Eskişehir is usually the internet, and local tourists who visit the museum use the internet the most. At the same time, ads for museums in Eskişehir are basically based on the internet. Finally, it has been revealed that the museums that attract the most tourists are art museums. According to the hypotheses, the results showed that female visitors found the quality of service in museums to be higher than male visitors. It can be noted that the level of satisfaction is low since the male has a greater expectation of these museums than the female. In terms of destination image, it has been found that local female visitors have a more positive attitude towards the city than the values given by local male visitors. In this context, it was determined that male visitors enjoyed the destination less. Given that museums are connected to the destination, it can be stated that such a finding has been reached due to the fact that the rate of a male finding the service in museums to be of good quality is lower. When the act of revisiting was detailed, it was also found that females were more likely to revisit when compared to males. One of the main reasons may be that the level of competence of the service offered by the museums is low, which reduces the level of appreciation for the region, and therefore the satisfaction of revisiting remains low. These results overlap with the studies of Walmsley and Jenkins (1993), Qu'nun (2017) and Sánchez-Hernández et al. (2010), but Baloglu (1997) and Yılmaz (2011) have been found to differ from his research.

It has been discovered that single people find the service offered in museums to be of higher quality. In this context, it has been interpreted that married people are less satisfied with the service in museums. It can be said that this difference is observed due to married tourists spending a limited time in museums during their family visits; single people have a more detailed approach and therefore spend more time in museums. However, this important uniqueness was not in question in the destination image. Because it was understood that the averages of married people and the averages of singles were not significantly distributed, it was concluded that the tourist facilities in Eskişehir do not have a quality that will vary depending on whether they are married or single. In addition, it was observed that married participants were closer to the idea of coming back to Eskişehir province than single respondents. The fact that married travelers qualify this region as one of the appropriate places to visit with their family, prefer the region as a day-trip place, do not achieve enough satisfaction and leave the destination without having different experiences confirms this finding. On the other hand, the fact that the single group spends more time in the city due to the fact that they prefer accommodation-based travel activities also confirms this finding. It has been understood that this information is supported by the article of MacKay and Fesenmaier (1997) and it is not in line with the study of Ersoy and Tuğal (2018).

It has been found that tourists from different income levels evaluate the service offered in museums the same. The reason for this may be that Eskişehir museums are organized in such a way as to appeal to individuals of all income classes: low, middle, and high. In terms of destination image, it has been observed that income does not create any change in general ideas about Eskişehir. Because there are separate activities for people with different income levels in

this city and the pricing is kept at a standard level in order to maintain tourism mobility. In this context, it has been realized that the income level has no effect on the intention to revisit the city.

In terms of education level, it was found that the visitors of primary education and high school, high school and university, high school and master's degree, and high school and doctorate degree pairs perceived the service quality offered in Eskişehir museums in a different way. The fact that the points of attention regarding museums, the level of knowledge and demands vary according to education has also prepared the ground for this difference. When the subject is examined in terms of destination image perception, it has been revealed that those with a primary education level are the most satisfied with the destination, and those who enjoyed the destination the least were high school graduates. The fact that the goals, satisfaction levels, and perspectives of local tourists arriving in Eskişehir are not the same also makes the significance achieved important. Apart from these outputs, it was also noticed that primary education and high school, high school and university, high school and master's, and high school and doctorate groups did not approach repeated visits from the same perspective. People have noticed that these results are similar to what Stern and Krakover (1993), Baloglu and McCleary (1999) and Kahraman (2019) found but different from what Torlak (2020) found.

It has been found that those who came to Eskişehir twice and once before considered this city more beautiful than those who visited it three times and above, because the city has already met the demands of those who came here three times and above, and thus an image of a destination that is increasingly turning to the negative is developing due to the presence of similar products and services among visitors. In the evaluations made for the targeted tourism destinations, making decisions according to the transformations in curiosity, motivation, and motives according to the number of arrivals also supports the statistics. It was also determined that the intention to revisit afterward differed significantly in the context of "*once to three times and more*" and "*twice to three times and more*" options.

As the idea of getting used to the destination begins to dominate as the number of trips increases, it can be mentioned that the value of the benefit decreases from the point of view of the tourist. In this context, it has been observed that similar findings have been reached in the studies conducted by Hu and Ritchie (1993) and Rittichainuwat et al. (2002). When approached on the basis of perceived quality of service in museums and frequency of museum visits, it has been determined that individuals who visit museums at intervals of more than five years and those who visit more than three museums a year do not evaluate the museums in Eskişehir the same. It can be said that such significance occurs because museums in this city need to be improved in terms of quality of service. Finally, it was understood from the averages that the service quality of the museums in Eskişehir was appreciated but needed to be regulated. It was also found that the satisfaction with the destination was less than with the museums. But it has also been found that the rate of wanting to go back to the museums and the area is higher than the rate of satisfaction.

CONCLUSION AND RECOMMENDATIONS

In this article, the role and place of individual characteristics in the tourism sector and research areas have been investigated. As a result of the research, it was found that characteristics such as gender ($t[474]=2.517$; $0.012<0.05$), marital status ($t[474]=2.308$; $0.021<0.05$), education level ($F=31.948$; $0.000<0.05$) and frequency of visiting museums ($F=3.461$; $p<0.01$) were significantly effective in deciding the service quality. In addition, it was observed that the level of education ($F=30.393$; $0.000<0.05$) and the number of visits to the same city ($F=46.797$; $0.001<0.01$) made changes in the ideas about the city, but variables such as gender ($t[474]=2.106$; $0.036<0.05$), marital status ($t[474]=0.093$; $0.926>0.05$) and income level ($F=.884$; $0.473>0.01$) did not create such a change.

When the subject is approached on the basis of repeated trips, it has been determined are important variables that gender ($t[474]=2.089$; $0.037<0.05$), marital status ($t[474]=2.017$; $.044<0.05$), education level ($F=32.266$; $0.000<0.05$) and the number of renewed visits to the same region ($F=45.625$; $p<0.01$) in the positive or negative trend, and income level ($F=.668$; $0.614>0.01$) does not make any difference. In this context, the research shows that the demographic characteristics of the people can direct the service perception, the views against the city, and the continuity of tourism in the region. With such a research, attention is drawn to the fact that individuality should not be ignored in the tourism sector, which affects all kinds of areas from rural destinations to city centers, from national scope to international dimension and is affected by many areas. It is believed that all the findings will contribute to museum and city managers, visitors and academics. In this framework sectoral preferences can be made by evaluating museums, cities and repeated visits by taking into account the factors of age, income status and education level. Even based on demographic variables negativity in museums and cities can be reduced with activities suitable for all segments. In studies it will also be helpful to look at whether or not personal traits cause changes in other parts of tourism.

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