# The Impact of Destination Personality and Experience Quality on Satisfaction and Behavioral Intentions

Gözde TÜRKTARHAN*
Nazmi KOZAK**

**Abstract**

The purpose of this research is to determine the quality of experience and destination personality, the satisfaction levels of tourists and their behavioral intentions towards the destination. Based on this main purpose, data were collected from the tourists visiting the Cappadocia region, which is one of the popular and unique destinations of Turkey, by face-to-face survey technique. Among the collected questionnaires, 606 questionnaires that could be used were analyzed by using exploratory factor analysis, simple linear correlation, multiple linear regression in line with the hypotheses. As a result, the hypotheses of the research were accepted. In line with these results, some suggestions have been made for the development of the region in terms of tourism.

**Keywords:** Destination Marketing, Cappadocia, Consumer Behavior, Intention to Recommend, Revisit Intention

**Article Type**: Research article

# Destinasyon Kişiliği ve Deneyimleme Kalitesinin Memnuniyet ve Davranışsal Niyetler Üzerindeki Etkisi

**Özet**

Bu araştırmanın amacı deneyimleme kalitesinin ve destinasyon kişiliğinin turistlerin memnuniyet düzeyleri ve destinasyona dair davranışsal niyetlerinin belirlenmesidir. Bu temel amaçtan hareket ederek Türkiye'nin popüler ve özgün destinasyonlarından olan Kapadokya bölgesini ziyaret eden turistlerden yüzyüze anket tekniğiyle veri toplanmıştır. Toplanan soru formları arasında kullanılabilir olan 606 soru formu araştırmanın hipotezleri doğrultusunda açımlayıcı faktör analizi, basit doğrusal korelasyon, çoklu doğrusal regresyon analizi edilmiştir. Sonuç olarak araştırmanın hipotezleri kabul edilmiştir. Bu sonuçlar doğrultusunda bölgenin turizm açısından kalkındırılması, turist profiline ve bölgede sunulan deneyimlere paralel olarak yerel yönetime, turizm sektörü profesyonellerine öneriler geliştirilmiştir.

**Anahtar kelimeler:** Destinasyon Pazarlaması, Kapadokya, Tüketici Davranışı, Tavsiye Etme Niyeti, Tekrar Ziyaret Etme Niyeti

**Makale türü:** Araştırma makalesi

---

* Dr., Visiting Researcher, University of South Florida, Muma College of Business, gozdeturktarhan@gmail.com, ORCID: 0000-0003-4568-244X
** Prof. Dr. Nazmi Kozak, Anadolu University, Tourism Faculty, nkozak@anadolu.edu.tr, ORCID:0000-0002-0859-8874

## 1. INTRODUCTION

Since the services provided in the tourism industry are not sufficient and become similar over time, it has become preferable to offer personalized experiences to tourists. The uniqueness and authenticity of these experiences makes the experience special, memorable, and unforgettable. At this point, measuring the quality of the tourist experiences is important for tourism businesses and destinations that are trying to differentiate with the experiences they offer today.

With the influence of postmodern trends, today tourists make their holiday preferences in line with the basic benefits of the holiday, as well as the meanings it expresses, the emotions it makes and the experiences it gives. Parallel to this change, businesses have realized that concrete and common products are not enough to lead to success, and that appealing to the emotions of tourists by offering experience is a means of differentiation. Therefore, the number of businesses, "moments of truth" which is referred by Urry (2009), appeals to the emotions rather than the mind, and thus ensures differentiation, at every contact point where the tourist meets with the business, destination, or local people.

As a result of the activities of the businesses such as understanding the needs of the consumer well and meeting these needs and confronting them with the emotions expected by the consumer, the consumer also adopts the brand. One of the ways to achieve this situation is destination personality. Destination personality, which also has been the subject of tourism research since it was adapted to tourism destinations by Ekinci and Hosany in 2006, is accepted as a precursor of satisfaction and behavioral intentions (Umur and Eren, 2016; Ajanovic and Çizel, 2016; Lee and Xie, 2011; Ekinci and Hosany, 2006).

The personality traits of a destination are directly related to local people, hotel staff, restaurants, tourist attractions and experiences (Xie and Lee, 2013). According to Vittersø, Vorkinn, Vistad, and Vaagland (2000), tourist attractions, which are stimuli, are not perceived as passive by tourists. While tourists perceive these attractions, they also actively interpret their surroundings by constructing meaning. In this case, it is possible to say that the tourism product offered will change depending on the perception of the tourist. According to Odabaşı and Barış (2002), this perception depends on the meaning-symbol relationship and semiotics. Considering that consumers use products to express their social identities, it can be said that the importance of brands increases.

In the tourism literature, the quality of experience is considered as a precursor to satisfaction and behavioral intentions (Hui, Wan, and Cheng, 2010). It is expected that the two important dimensions of destination marketing, the quality of experience and the destination personality, are evaluated together and the investigation of their leading roles on satisfaction and behavioral intentions will contribute to the field of destination marketing. In addition, revealing the relationships between the relevant variables, determining the effect of destination personality and experience quality on individuals' satisfaction and behavioral intentions, and making sense of the destination experience will enable the evaluation of the demand dimension of experiences in Cappadocia. This will create the opportunity to make comments on the importance of destination marketing and to offer suggestions to tourism professionals in the region on the development of products.

## 2. LITERATURE REVIEW

### 2.1. Experience Quality

Experience quality is defined as the emotional response of tourists to the social-psychological benefit they derive from a tourism experience (Chen and Chen, 2010). Tourism and tourist experiences have been studied since Clawson's book which written in 1963 about recreational experiences. In 1970's, this work was followed by Cohen's (1972 and 1979) studies in which he dealt with tourism experiences in a phenomenological framework and MacCannell's (1973) in which he examined tourist experiences and the authenticity of experiences (Jennings et al., 2009). In 1980s, Pearce and Caltabino (1982) focused on authenticity, travel, and tourism experiences, Feifer (1985) focused on tourism experiences and authenticity, and Smith (1989) focused on the interactions and experiences between host and guest. In 1990s, Urry (1990) used the term tourist gaze objectively and interpreted tourism and tourist experiences. From this point of view, it is possible to say that the concept of experience has been a research topic in the tourism literature for more than 50 years.

Researchers have developed a scale to measure the service experience in tourism and explained the service experience in four dimensions as hedonic, peace of mind, involvement, and recognition. According to the research, the hedonic dimension is related to the emotional reactions associated with enjoyment, excitement, and memorability. The dimension of peace of mind, physical and psychological reliability, and comfort. The involvement dimension is to be able to make choices and control in service delivery, to be informed about the process and to be in cooperation. The recognition dimension is related to the tourists feeling that they are taken seriously and being recognized.

Chen and Chen (2010) contributed to the related literature by investigating the quality of experience on cultural heritage tourists. They examined the experience quality of cultural heritage tourists in 2010 and investigated the relationship between experience quality and perceived value, satisfaction, and behavioral intentions. For this purpose, they used the experience quality scale consisting of four dimensions developed by Otto and Ritchie (2000) to measure the quality of experience in the study conducted in Taiwan. As a result, the researchers explained the quality of experience in three dimensions as involvement, peace of mind and educational experience. In addition, they found that the quality of experience directly affects perceived value and satisfaction, and indirectly affects behavioral intentions. Based on these theoretical implications, the two hypothesis of the study is as follows:

H3: There is a significant relationship between experience quality and satisfaction.

H1: There is a significant relationship between destination personality and quality of experience.

### 2.2. Destination Personality

The concept of destination personality, which is defined as the evaluation of human personality traits on a tourism destination, has been researched since 2006 (Ekinci and Hosany, 2006). The post-modern society, which developed after the 1970s in the west, moved away from the tangible concrete reality and got closer to the representative, with the development of the service sector, immaterial labor became stronger, the signifier moved away from representing what it shows, the exchange value of the commodity is not the only determinant, but the indicator value gains importance (Çabuklu, 2008). The brands have not

only been heavily applied to the products and services in the field of marketing but have also begun to show themselves in many tourism categories.

It has been stated by some researchers that destination personality is an important element for destinations to compete. According to Kozak and Baloglu (2011), the destination personality is important for competition in terms of enriching the image and perception, helping the personality to differentiate the brand, and enabling tourists to connect to the destination. Destination personality reflects the unique identity of the destination as well as the emotions and perceptions of tourists (Ekinci and Hosany, 2006). Many destinations are promoted with features such as natural beauty, golden beaches, blue sea or friendly. The use of such features in destination marketing is not enough for destinations to differentiate from their competitors, so the importance of destinations' brand personalities comes to the fore at this point.

Giraldi (2012) used a scale developed as a result of focus group interviews to determine the destination personality of Rome. As a result of the research, the destination personality of Rome is fun, enthusiastic, emotional, and dynamic. Kılıç and Sop (2012) found that Bodrum's destination personality consists of four dimensions: dynamism, sincerity, competence, and intellectuality. On the other hand, it is among the results that the intellectuality and sincerity personality dimensions have a positive effect on the intention to recommend the destination to others, and the intellectual dimension positively affects the intention to revisit the destination.

Umur and Eren (2016) used the destination personality scale used by Uşaklı (2009), by developing the brand personality scale of Aaker (1997), in their study investigating the destination personality of the Cappadocia region. As a result of the research, five dimensions reflecting the destination personality of the Cappadocia region have been reached. These dimensions are dynamic, exciting, peaceful, unique, and beauty. Researchers also found that foreign tourists visiting Cappadocia have high and positive perceptions of destination image and destination personality, and that there is a significant relationship between destination image and destination personality, visitor satisfaction and revisit intention. In addition, they found that destination image and destination personality influence satisfaction and behavioral intentions. Based on these theoretical implications, the hypothesis of the study is as follows:

H2: There is a significant relationship between destination personality and satisfaction.

### 2.3. Satisfaction

It is important to determine the satisfaction levels of individuals participating in tourism activities, since tourism is one of the fastest growing sectors in the world and has the most important economic impact. More importantly, the satisfaction of these individuals with the destinations and the experience they have gained are important in their next holiday behaviors and decisions (Zhou and Hu, 2022). For this reason, tourist satisfaction should be measured as an output in studies on destination marketing. Hirschman and Holbrook (1982) stated that consumers buy not only because of the functional properties of the product, but also for emotional satisfaction, including the sense of pleasure and fun based on experiences. From this point of view, some researchers suggested that satisfaction studies should be investigated by considering not only cognitive components but also affective or emotional components (Wirtz, Mattila and Tan, 2000). According to Huang, Weiler and Assaker (2015), satisfaction is examined in two dimensions: cognitive and affective. While the cognitive dimension is defined as expectations and beliefs about a product; the affective dimension represents emotions and feelings. However, it has been stated in the relevant literature that it is

difficult to measure these two dimensions separately and should not be considered separately to see the functioning of the whole (Lewis and Palmer, 2014).

It is known that satisfaction is affected by many variables and affects many variables. In particular, the unique characteristics of destinations have an impact on satisfaction. Yu and Goulden (2006) compared the satisfaction levels of tourists visiting Mongolia by nationality. As a result, it has been concluded that the factors such as attractions, facilities, cultural values, environmental features, etc. affect the satisfaction levels of tourists. Hui, Wan and Ho (2007) aimed to reveal the effect of the expectations of tourists going to Singapore on their satisfaction and the effect of the resulting satisfaction levels on their tendency to revisit and recommend. As a result of the research, it has been determined that the satisfaction of European, Asian, Oceanian, and North American tourists is not affected by the price factor, whereas accommodation and food factors affect the satisfaction of North American tourists, while attractiveness affects the satisfaction of European and Asian tourists, and the satisfaction levels of Oceanian tourists are only affected by culture. Based on these theoretical implications, the hypothesis of the study is as follows:

H6: There is a significant relationship between satisfaction and behavioral intentions.

### 2.4. Behavioral Intentions

Considering that the cost of acquiring a customer is more than the cost of retaining an existing customer, it is known that destination managers make efforts to minimize the dissatisfaction of tourists and to ensure continuity in their visits. For this reason, it is possible to say that behavioral intentions are an important outcome variable for tourism marketing studies and its antecedents should be investigated. The concept of behavioral intentions is mostly used in tourism literature as a response to the intention to revisit and recommend a destination by tourists in the future (Chen and Tsai, 2007). Revisit intention, which is one of the elements that make up behavioral intentions, is the adaptation of the repurchase intention in consumer behavior to the destination.

The intention to recommend, which is another element that constitutes behavioral intentions; it can be expressed as the tendency of a consumer/visitor to recommend the product, service, or destination he/she has experienced to his/her environment. At the point of purchasing a service or experience or visiting a destination, potential customers tend to pay more attention to the experiences and suggestions of their environment (Bansal and Voyer, 2000). In this respect, those who act to recommend the destination they visit to their surroundings can be considered as ambassadors who advertise the destination positively.

In studies aimed at measuring behavioral intentions, mostly expressions of revisit and recommendation intentions were used (Chen and Tsai, 2007; Cronin and Taylor, 1992). However, some researchers have used additional dimensions or expressions to measure the variable in question. For example, Hutchinson, Lai and Wang (2009) emphasized that while traveling, tourists are faced with several choices between travel destinations, so the evaluations between alternative destination options will play an important role in choosing a particular destination. Based on this emphasis, the researchers stated that the searching for alternatives dimension is necessary in measuring behavioral intentions.

Zeithaml, Berry, and Parasuraman (1996) evaluated behavioral intentions in five dimensions. These dimensions are it consists of positive dimensions called loyalty and willingness to pay more, negative dimension called business/relationship change tendency and external response to the problem, and neutral dimension called internal response to the problem. After the analysis, the researchers removed the internal response to the problem dimension from the scale. Liu, Marchewka, Lu, and Yu (2005), on the other hand,

evaluated behavioral intentions in four dimensions as repurchase, revisit, recommend to others and positive comments. However, there are also researchers who evaluate behavioral intentions in one dimension (Shiong and Abdullah, 2017, Souiden, Ladhari and Chiadmi, 2017; Chen and Tsai, 2007). Based on these theoretical implications, the two hypothesis of the study is as follows:

H5: There is a significant relationship between experience quality and behavioral intentions.

H4: There is a significant relationship between destination personality and behavioral intentions.

## 3. METHODS

The main purpose of this research is to determine the effect of destination personality and experience quality on satisfaction and behavioral intentions. In the line with this aim, the research model is as shown in Figure 1 and the hypotheses are as follows:

H1: There is a significant relationship between destination personality and quality of experience.

H2: There is a significant relationship between destination personality and satisfaction.
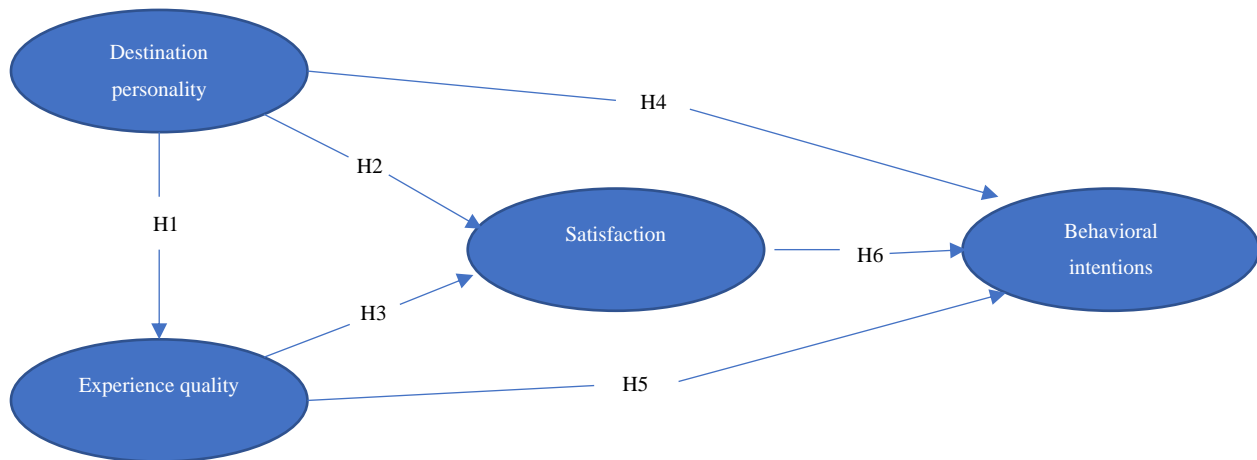
H3: There is a significant relationship between experience quality and satisfaction.

H4: There is a significant relationship between destination personality and behavioral intentions.

H5: There is a significant relationship between experience quality and behavioral intentions.

H6: There is a significant relationship between satisfaction and behavioral intentions.

**Figure 1:** The Research Model



### 3.1. Data collection

In line with the hypotheses of the research, the data collection tool consisted of 27 to measure the participants' destination personality perceptions (Ekinci and Hosany, 2006), nine to measure their experience quality perceptions (Altunel and Erkut, 2015; Chen and Chen, 2010), three to measure their satisfaction, and three to measure their behavioral intentions (Chen and Tsai, 2007). In addition to the Likert

type questions, the questionnaire also includes 11 questions to determine the demographic characteristics of the participants.

### 3.2. Sampling

The population consists of all visitors coming to the Cappadocia region. Since there was no focus on any group among these visitors, the statistics on the tourists visiting the region were obtained by contacting the Ministry of Culture and Tourism in order to reflect the tourist profile of the Cappadocia region based on nationality. Accordingly, the distribution of tourists visiting the Cappadocia region by nationality is as in Table 1.

**Table 1:** Distribution of Tourists Visiting Cappadocia by Nationality

| Country | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|---------|------|------|------|------|------|------|------|
| Turkey | 1.179.872 | 1.329.411 | 1.174.584 | 1.061.310 | 1.016.907 | 927.718 | 1.025.254 |
| China | 35.919 | 98.393 | 47.823 | 20.631 | 17.340 | 10.214 | 5.305 |
| Germany | 33.243 | 94.514 | 163.627 | 112.968 | 72.664 | 110.792 | 196.259 |
| South Korea | 26.328 | 63.055 | 168.848 | 103.053 | 63.318 | 85.445 | 95.940 |
| Poland | 18.913 | 22.305 | 16.425 | 11.409 | 17.775 | 23.191 | 37.486 |
| Spain | 15.310 | 30.699 | 44.730 | 36.100 | 34.466 | 44.398 | 73.919 |
| France | 14.413 | 25.360 | 99.915 | 63.400 | 77.618 | 93.697 | 412.439 |
| USA | 13.728 | 42.682 | 45.202 | 52.576 | 59.175 | 43.643 | 37.190 |
| Italy | 9.185 | 17.163 | 39.943 | 30.944 | 40.803 | 50.258 | 54.628 |

**Source:** TR Ministry of Culture and Tourism, 2019.

In order to reflect the nationality distribution in Table 1 to the sample, the questionnaire was prepared in three languages: Turkish, English and Chinese. First, a pilot test was conducted with a sample group of 140 people in March 2018, and the questionnaire was finalized. Then, a total of 620 questionnaires were asked to domestic and foreign tourists who visited the region in June, July, and August 2018.

### 3.3. Analyzing

Descriptive statistics were used to describe the collected data in general and to draw an overview (Büyüköztürk, 2010). Exploratory factor analysis was carried out to investigate the construct validity, compare the examined units, summarize the data set, reduce the size, and produce new hypothetical variables (Bektaş, 2017). Correlation and multiple linear regression analyze were performed to test the hypotheses. In order to obtain information about the strength and direction of the linear relationship (if any) between the two variables specified by measurement from correlation analysis (Alpar, 2016), to predict the other variable based on the score of one variable from multiple linear regression analysis. It was used to understand in what direction and in what direction it would cause a change in the variable (Tabachnick and Fidell, 2015).

### 4. RESULTS

### 4.1. Reliability Analysis and Characteristics of the Sample

In order to determine the reliability in the research, the Cronbach alpha value of the questionnaire used was checked first and it was seen that all Likert-type expressions in the questionnaire had a Cronbach alpha value of 0.884. In addition, the destination personality scale, which is one of the scales in the

questionnaire, is 0.967; the experience quality scale was 0.944; satisfaction scale was 0.894; behavioral intentions scale has a Cronbach alpha value of 0.899.

Table 2 shows the demographic characteristics of the participants. According to this, 42.6% of the participants are female and 57.4% are male. When the participants are examined in terms of age distribution, it is seen that there are many visitors between the ages of 25-34 and 35-44, and approximately half of them are undergraduate graduates. On the other hand, when the monthly average net income is examined, it is seen that those who have an income of 8,000,00 TL and above, apart from the 40% tourist group, who do not want to answer. The reason why the income situation is so high is that foreign participants write their monthly income in their own currency and the Turkish lira equivalent is high due to the exchange rate difference. When the participants were analyzed according to their nationalities, it was determined that 33% were citizens of the Republic of Turkey and 25% were citizens of China.

**Table 2:** Demographic Characteristics of Participants

| Gender | n | % |
|---|---|---|
| Female | 258 | 42,6 |
| Male | 348 | 57,4 |
| **Total** | **606** | **100** |

| Age | n | % |
|---|---|---|
| 18-24 | 90 | 14,9 |
| 25-34 | 225 | 37,1 |
| 35-44 | 175 | 28,9 |
| 45-54 | 75 | 12,4 |
| 55-64 | 27 | 4,5 |
| 65 - … | 14 | 2,3 |
| **Total** | **606** | **100** |

| Education | n | % |
|---|---|---|
| Primary school | 29 | 4,8 |
| High school | 126 | 21,3 |
| Undergraduate (2 years) | 116 | 19,1 |
| Undergraduate (4 years) | 285 | 47 |
| Graduate | 47 | 7,8 |
| **Total** | **606** | **100** |

| Monthly income (TL) | n | % |
|---|---|---|
| … - 2000 | 93 | 15,3 |
| 2001-4000 | 86 | 14,2 |
| 4001-6000 | 42 | 6,9 |
| 6001-8000 | 30 | 5,0 |
| 8001 - … | 109 | 18,0 |
| Prefer not to answer | 246 | 40,6 |
| **Total** | **606** | **100** |

| Nationality | n | % |
|---|---|---|
| Turkey | 200 | 33 |
| China | 156 | 25,7 |
| Taiwan | 45 | 7,4 |
| Japan | 32 | 5,3 |
| Germany | 24 | 4 |
| Russia | 19 | 3,1 |
| Romania | 14 | 2,3 |
| Italy | 11 | 1,8 |
| United Kingdom | 11 | 1,8 |
| Pakistan | 9 | 1,5 |
| Austria | 9 | 1,5 |
| France | 9 | 1,5 |
| USA | 8 | 1,3 |
| Holland | 7 | 1,2 |
| Spain | 6 | 1 |
| South Korea | 5 | 0,8 |
| Palestine | 4 | 0,7 |
| Malaysia | 4 | 0,7 |
| Egypt | 4 | 0,7 |
| India | 4 | 0,7 |
| Hungary | 4 | 0,7 |
| Czech Republic | 3 | 0,5 |
| Iran | 3 | 0,5 |
| South Africa | 2 | 0,3 |
| Georgia | 2 | 0,3 |
| Greece | 2 | 0,3 |
| The Philippines | 2 | 0,3 |
| Bulgaria | 1 | 0,2 |
| Sweden | 1 | 0,2 |
| Algeria | 1 | 0,2 |
| Morocco | 1 | 0,2 |
| Afghanistan | 1 | 0,2 |
| Indonesia | 1 | 0,2 |
| Vietnam | 1 | 0,2 |
| **Total** | **606** | **100** |

Table 3 includes descriptive statistics on the participants' visits to Cappadocia. Accordingly, 68.8% of the participants visited Cappadocia for the first time, 89.9% for entertainment purposes, 27.7% with another person, 83.7% by staying at least one night, 60%, 9 of them visited with a package tour, 47.9% by staying at the hotel and 35.3% by staying for 2 nights.

**Table 3:** Descriptive Findings About the Visits of The Participants

| Frequency of visit | n | % |
|---|---|---|
| 1 | 417 | 68,8 |
| 2 | 101 | 16,7 |
| 3 | 37 | 6,1 |
| 4 | 19 | 3,1 |
| 5 | 10 | 1,7 |
| 6 - … | 22 | 3,6 |
| **Total** | **606** | **100** |

| Purpose of visit | n | % |
|---|---|---|
| Sightseeing | 545 | 89,9 |
| Business | 42 | 6,9 |
| Visiting friends | 15 | 2,5 |
| Other | 4 | 0,7 |
| **Total** | **606** | **100** |

| Number of companions | n | % |
|---|---|---|
| No companion | 54 | 8,9 |
| 1 | 168 | 27,7 |
| 2 | 116 | 19,1 |
| 3 | 65 | 10,1 |
| 4 or more | 203 | 33,5 |
| **Total** | **606** | **100** |

| Day trip | n | % |
|---|---|---|
| Yes | 99 | 16,3 |
| No | 507 | 83,7 |
| **Total** | **606** | **100** |

| Individual / Tour | n | % |
|---|---|---|
| Individual | 237 | 39,1 |
| Tour | 369 | 60,9 |
| **Total** | **606** | **100** |

| Type of hotel | n | % |
|---|---|---|
| Hotel | 290 | 47,9 |
| Cave hotel | 178 | 29,4 |
| Pension | 36 | 5,9 |
| Friend's house | 18 | 3 |
| Camping | 2 | 0,3 |
| No accommodation | 82 | 13,5 |
| **Total** | **606** | **100** |

| Staying overnight | n | % |
|---|---|---|
| 1 | 35 | 5,8 |
| 2 | 214 | 35,3 |
| 3 | 146 | 24,1 |
| 4 | 84 | 13,9 |
| 5 | 18 | 3 |
| 6 | 3 | 0,5 |
| 7 | 3 | 0,5 |
| 9 | 2 | 0,3 |
| 10 | 2 | 0,3 |
| One day trip | 99 | 16,3 |
| **Total** | **606** | **100** |

### 4.2. Findings on Exploratory Factor Analysis

The exploratory factor analysis results of the destination personality scale are given in Table 4 According to the results of the analysis, the results of the Bartlett Sphericity test are significant (Chi-square value: 11023,796; p<0.001). As can be seen in Table 4, 57.52% of the total variance was determined by the first factor, "Sincere", 5.06% by the second factor, "Reliable", and 3.36% by the third factor, "Masculine". factor and 2.86% by the fourth factor, "Impressive" factor.

**Table 4:** The Results of the Exploratory Factor Analysis of the Destination Personality Scale

| Items and Factors | 1 | 2 | 3 | 4 | 5 | Item Loadings |
|---|---|---|---|---|---|---|
| **SINCERE** | | | | | | |
| 1. Cheerful | 0,759 | | | | | 0,747 |
| 2. Sincere | 0,726 | | | | | 0,764 |
| 8. Friendly | 0,681 | | | | | 0,733 |
| 4. Family oriented | 0,644 | | | | | 0,701 |
| 6. Wholesome | 0,642 | | | | | 0,763 |
| 5. Original | 0,603 | | | | | 0,707 |
| 10. Spirited | 0,593 | | | | | 0,733 |
| 3. Down to earth | 0,566 | | | | | 0,709 |
| **RELIABLE** | | | | | | |
| 15. Reliable | | 0,633 | | | | 0,716 |
| 16. Intelligent | | 0,616 | | | | 0,800 |
| 14. Reliable | | 0,563 | | | | 0,738 |
| 17. Successful | | 0,551 | | | | 0,784 |
| 13. Independent | | 0,548 | | | | 0,744 |
| 20. Upper class | | 0,539 | | | | 0,700 |
| 18. Confident | | 0,512 | | | | 0,787 |
| 19. Secure | | 0,465 | | | | 0,790 |
| **MASCULINE** | | | | | | |
| 27. Rugged | | | 0,798 | | | 0,692 |
| 25. Western | | | 0,755 | | | 0,708 |
| 24. Masculine | | | 0,707 | | | 0,634 |
| 26. Tough | | | 0,681 | | | 0,756 |
| **IMPRESSIVE** | | | | | | |
| 11. Imaginative | | | | 0,696 | | 0,656 |
| 22. Good looking | | | | 0,674 | | 0,693 |
| 21. Glamorous | | | | 0,562 | | 0,753 |
| 8. Daring | | | | 0,506 | | 0,733 |
| 9. Exciting* | 0,518 | | | 0,522 | | 0,723 |
| 12. Up to date** | | 0,417 | | 0,437 | | 0,714 |
| 23. Outdoorsy*** | | | | | 0,666 | 0,658 |
| Cronbach Alpha (For whole scale=0,967) | 0,921 | 0,926 | 0,874 | 0,838 | | |
| Explained variance | 57,520 | 5,067 | 3,367 | 2,868 | | |
| Total variance explained | 68,822 | | | | | |

\* The item has been removed since it has loading for more than one factors.
\*\* The item has been removed since the item loading is less than 0,45.
\*\*\* The item has been removed since the factor has only one item.

Table 5 which shows the factor distributions of the experience quality scale, is examined, it is seen that a three-factor structure emerged as learning, entertainment and escape, and the factors and items were distributed in accordance with the distributions in the original scale. These factors explain 81.97% of the total variance. 69.17% of the total variance was explained by learning, 7.05% by entertainment and 5.73% by escape.

**Table 5:** Exploratory Factor Analysis Results Regarding the Quality of Experience Scale

| Items and Factors | 1 | 2 | 3 | Item Loadings |
|---|---|---|---|---|
| **LEARNING** | | | | |
| 32. I gained information and knowledge about Cappadocia. | 0,814 | | | 0,769 |
| 33. I learned many different things about Cappadocia. | 0,773 | | | 0,760 |
| 31. I expanded my understanding of Cappadocia. | 0,740 | | | 0,769 |
| **ENTERTAINMENT** | | | | |
| 36. I derived a lot of pleasure from the visit to Cappadocia. | | 0,802 | | 0,767 |
| 35. I enjoyed being in Cappadocia. | | 0,776 | | 0,794 |
| 34. I had fun. | | 0,627 | | 0,814 |
| **ESCAPE** | | | | |
| 39. I got so involved that I forgot everything else. | | | 0,822 | 0,774 |
| 38. I got away from it all. | | | 0,799 | 0,789 |
| 37. I felt like I was in another world. | | | 0,596 | 0,807 |
| Cronbach Alpha (For the whole scale=0,944) | 0,879 | 0,883 | 0,892 | |
| Explained variance | 69,175 | 7,057 | 5,738 | |
| Total variance explained | | | 81,970 | |

Satisfaction was measured with a single factor and three items. According to the factor analysis performed for the satisfaction scale, factor loading values, explained total variance value and KMO sample adequacy values are within the acceptable limits (KMO=0.740, Chi-square value: 1097.943; p<0.000). Information on these values is given in Table 6.

**Table 6:** The Results of The Exploratory Factor Analysis Regarding the Satisfaction Scale

| Items and Factors | 1 | Item Loadings |
|---|---|---|
| 29. I believe I made the right thing by visiting Cappadocia. | 0,924 | 0,805 |
| 28. I am happy about my decision to visit Cappadocia. | 0,917 | 0,820 |
| 30. Overall, I am satisfied with my decision to visit Cappadocia. | 0,885 | 0,749 |
| Cronbach Alpha | | 0,894 |
| Total variance explained | | 82,541 |

Behavioral intention was measured with a single factor and three items. According to the factor analysis performed for the behavioral intention scale, factor loading values, explained total variance value and KMO sample adequacy values are within acceptable limits (KMO=0.742, Chi-square value: 1142.154; p<0.000). Information on these values is given in Table 7.

**Table 7:** Exploratory Factor Analysis Results of Behavioral Intention Scale

| Items and Factors | 1 | Item Loadings |
|---|---|---|
| 42. I encourage my friends and relatives to visit Cappadocia. | 0,929 | 0,832 |
| 41. I would recommend Cappadocia to my friends and relatives. | 0,917 | 0,808 |
| 40. I would like to visit Cappadocia again in the future. | 0,892 | 0,763 |
| Cronbach Alpha | | 0,899 |
| Total variance explained | | 82,362 |

### 4.3. Findings Related to Hypothesis Testing

Correlation and multiple linear regression analyze were used to test hypotheses in the research.

### 4.3.1. Findings on correlation analysis

In the study, Pearson Correlation analysis was used to reveal whether there is a relationship between the variables, and if so, the direction and strength of this relationship. According to Table 8, a significant and positive moderate and high relationship has emerged between the destination personality and the quality of experience. When the Pearson Correlation coefficients between the variables were examined, it was found that the learning was sincere and positive (r=0,644); reliable to high strength in the positive direction (r=0.645); It has been determined that there is a positive, medium-strength (r=0.531) relationship with the masculine and a positive and high-power (r=0.606) relationship between the impressive and the masculine. Intimate to high strength in the positive direction (r=0.633), reliable and high strength in the positive direction (r = 0.668); It has been determined that there is a positive, medium strong (r=0.514) relationship with the masculine and a positive and high strength (r=0.590) relationship between the impressive and the masculine. Intimate to positive direction of escape with high strength (r=0.613); reliable to high strength in the positive direction (r=0.672); It has been determined that there is a positive high-strength (r=0.602) relationship with the masculine and a positive and medium-strength relationship between the masculine and the impressive (r=0.574). These values reveal that with the increase in tourists' positive perceptions about the destination personality, their perception levels regarding the quality of experience will increase at medium and high levels.

**Table 8:** Correlation Analysis Result on The Relationship Between Destination Personality and Quality of Experience

| Variable | n=606 | Sincere | Reliable | Masculine | Impressive |
|---|---|---|---|---|---|
| **Experience Quality Dimensions** | Learning | 0,644 | 0,645 | 0,531 | 0,606 |
| | Entertainment | 0,633 | 0,668 | 0,514 | 0,590 |
| | Escape | 0,613 | 0,672 | 0,602 | 0,574 |
| p<0,01 | | | | | |

According to Table 9 a significant and positive medium and high relationship has emerged between all sub-dimensions of destination personality and satisfaction. When the Pearson Correlation coefficients between the variables are examined, it is seen that satisfaction is high between sincere and positive (r=0.639), high between reliable and positive (r=0.635), medium strength between masculine and positive (r=0.512), and high between impressive and impressive. It has been determined that there is a strong (r=0.620) relationship. These values reveal that with the increase in tourists' positive perceptions of the destination personality, their level of satisfaction will increase at medium and high levels.

**Table 9:** Result of Correlation Analysis on The Relationship Between Destination Personality and Satisfaction

| Variable | n=606 | Sincere | Reliable | Masculine | Impressive |
|---|---|---|---|---|---|
| **Destination Personality Dimensions** | Sincere | 1 | | | |
| | Reliable | | 1 | | |
| | Masculine | | | 1 | |
| | Impressive | | | | 1 |
| | Satisfaction | 0,639 | 0,635 | 0,512 | 0,620 |
| p<0,01 | | | | | |

According to Table 10, a significant and positive high-level relationship has emerged between the quality of experience and satisfaction. When the Pearson Correlation coefficients between the variables

were examined, it was found that there was a positive high-strength relationship between satisfaction with learning (r=0.712), a high-power relationship in a positive direction with entertainment (r=0.787), and a high-power relationship in a positive direction with escape (r=0.673). These values reveal that with the increase in tourists' perception of quality of experience, their satisfaction level will increase at a high level.

**Table 10:** Result of Correlation Analysis on the Relationship Between Experience Quality and Satisfaction

| Variable | n=606 | Learning | Entertainment | Escape |
|---|---|---|---|---|
| **Experience Quality Dimensions** | Learning | 1 | | |
| | Entertainment | | 1 | |
| | Escape | | | 1 |
| | Satisfaction | 0,712 | 0,787 | 0,673 |
| p<0,01 | | | | |

According to Table 11, there was a moderate and high level of significant and positive relationship between destination personality and behavioral intentions. When the Pearson Correlation coefficients between the variables were examined, behavioral intentions were sincere and positively high (r=0.624); reliable to high strength in the positive direction (r=0.649); It has been determined that there is a moderately strong (r=0.531) positive relationship with the masculine and a moderately strong positive (r=0.591) relationship between the impressive and the masculine. These values reveal that with the increase in tourists' perceptions of destination personality, their perception levels of behavioral intentions will increase at moderate and high levels.

**Table 11.** Result of Correlation Analysis on the Relationship Between Destination Personality and Behavioral Intentions

| Variable | n=606 | Sincere | Reliable | Masculine | Impressive |
|---|---|---|---|---|---|
| **Destination Personality Dimensions** | Sincere | 1 | | | |
| | Reliable | | 1 | | |
| | Masculine | | | 1 | |
| | Impressive | | | | 1 |
| | Behavioral intentions | 0,624 | 0,649 | 0,531 | 0,591 |
| p<0,01 | | | | | |

According to Table 12 a significant and positive high-level relationship emerged between the quality of experience and behavioral intentions. When the Pearson Correlation coefficients between the variables were examined, behavioral intentions were positively high with learning (r=0.713); It has been determined that there is a positive high-power (r=0.790) relationship with entertainment and a high-power (r=0.738) positive relationship with escape. These values reveal that with the increase in tourists' perception of quality of experience, their behavioral intention levels will also increase at a high level.

**Table 12:** Result of Correlation Analysis on the Relationship Between Experience Quality and Behavioral Intentions

| Variable | n=606 | Learning | Entertainment | Escape |
|---|---|---|---|---|
| **Experience Quality Dimensions** | Learning | 1 | | |
| | Entertainment | | 1 | |
| | Escape | | | 1 |
| | Behavioral intentions | 0,713 | 0,790 | 0,738 |

p<0,01

According to Table 13, a significant and positive high-level correlation emerged between satisfaction and behavioral intentions. When the Pearson Correlation coefficients between the variables were examined, it was determined that there was a positive high (r=0.733) relationship between behavioral intentions and satisfaction. This value reveals that as the satisfaction of tourists increases, their behavioral intention levels will also increase at a high level.

**Table 13:** Correlation Analysis Result on the Relationship Between Satisfaction and Behavioral Intentions

| Variable | n=606 | Satisfaction |
|---|---|---|
| Satisfaction | | 1 |
| Behavioral Intentions | | 0,733 |

p<0,01

### 4.1.1. Findings on multiple linear regression analysis

In the research, regression analyzes were used to formulate the degree of relationship between the correlation analyzes and the variables that were found to be correlated with a mathematical method. According to Table 14, the multiple linear regression model between the variables was found to be significant. (F= 132,679; F=136,857; F=123,171; p<0.01). However, it is seen that the coefficients related to the destination personality and experience quality have a significant effect on the regression model (p<0.05). Considering the value of R2=0.465 calculated in the results of the regression analysis on the relationship between the entertainment dimension and destination personality dimensions of the experience quality, it is revealed that the model's rate of explanation by the sub-dimensions of the destination personality is 46.5%. In other words, 46.7% of the total variance (changes) in entertainment, which is the dependent variable, is explained by the independent variable, the destination personality. When the t values of the coefficients that have an effect on the model are examined, it has been determined that the most important destination personality dimension affecting entertainment is reliable (6,974). The masculine dimension, on the other hand, has no effect on explaining fun (p=0.437).

Considering the value of R2=0.473 calculated in the results of the regression analysis regarding the relationship between the escape dimension of the experience quality and the destination personality dimensions, it reveals that the model's rate of explanation by the sub-dimensions of the destination personality is 47.3%. In other words, 47.3% of the total variance (changes) in escape, which is the dependent variable, is explained by the independent variable, the destination personality. When the t values of the coefficients that have an effect on the model are examined, it has been determined that the most important destination personality dimension affecting the escape is reliable (6,179). The impressive dimension has no effect on explaining entertainment (p=0.626).

Considering the R2=0.458 value calculated in the results of the regression analysis on the relationship between the learning dimension of the experience quality and the destination personality dimensions, it reveals that the model's rate of explanation by the sub-dimensions of the destination personality is 45.8%. In other words, 45.8% of the total variance (changes) in learning, which is the dependent variable, is explained by the independent variable, the destination personality. When the t values

of the coefficients that have an effect on the model are examined, it has been determined that the most important destination personality dimension affecting learning is sincere (4,725). The dimension of being masculine has no effect on explaining entertainment (p=0.544).

**Table 14:** The result of Regression Analysis on The Relationship Between Destination Personality and Quality of Experience

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| **1** | **Entertainment (Experience Quality)** | Sincere | 0,218 | 3,719 | 0,000 | 0,257 | 3,892 |
| | | Reliable | 0,443 | 6,974 | 0,000 | 0,219 | 4,575 |
| | | Masculine | -0,037 | -0,778 | 0,437 | 0,397 | 2,520 |
| | | Impressive | 0,091 | 1,683 | 0,093 | 0,305 | 3,278 |
| | R²=0, 465   p<0,05 | | | | | | |
| | Fmodel=132,679   (p=0,001, p<0,01) | | | | | | |

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| **1** | **Escape (Experience Quality)** | Sincere | 0,137 | 2,354 | 0,019 | 0,257 | 3,892 |
| | | Reliable | 0,390 | 6,179 | 0,000 | 0,219 | 4,575 |
| | | Masculine | 0,192 | 4,103 | 0,000 | 0,397 | 2,520 |
| | | Impressive | 0,026 | 20,487 | 0,626 | 0,305 | 3,278 |
| | R²=0, 473   p<0,05 | | | | | | |
| | Fmodel=136,857   (p=0,001, p<0,01) | | | | | | |

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| **1** | **Learning (Experience Quality)** | Sincere | 0,279 | 4,725 | 0,000 | 0,257 | 3,892 |
| | | Reliable | 0,276 | 4,312 | 0,000 | 0,219 | 4,575 |
| | | Masculine | 0,029 | 0,608 | 0,544 | 0,397 | 2,520 |
| | | Impressive | 0,146 | 2,686 | 0,007 | 0,305 | 3,278 |
| | R²=0, 458   p<0,05 | | | | | | |
| | Fmodel=123,171   (p=0,001, p<0,01) | | | | | | |

According to Table 15, the multiple linear regression model between the variables was found to be significant. (F= 127.089; p<0.01). However, it is seen that the coefficients related to destination personality and satisfaction have a significant effect on the regression model (p<0.05). Considering the calculated R2 = 0.455 value, it reveals that the rate of explanation of the model by the sub-dimensions of the destination personality is 45.5%. In other words, 45.5% of the total variance (changes) in satisfaction, which is the dependent variable, is explained by the independent variable, the destination personality. When the t values of the coefficients that have an effect on the model are examined, it has been determined that the most important destination personality dimension affecting satisfaction is sincere (4,457). The masculine dimension, on the other hand, has no effect on explaining satisfaction (p=0.856).

**Table 15:** The Result of Regression Analysis on The Relationship Between Destination Personality and Satisfaction

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| **1** | **Satisfaction** | Sincere | 0,264 | 4 457 | 0,000 | 0,257 | 3,892 |
| | | Reliable | 0,249 | 3,875 | 0,000 | 0,219 | 4,575 |
| | | Masculine | -0,009 | -0,182 | 0,856 | 0,397 | 2,520 |
| | | Impressive | 0,219 | 0,219 | 0,000 | 0,305 | 3,278 |
| | $R^2$=0,455    p<0,05 | | | | | | |
| | Fmodel=127,089    (p=0,001, p<0,01) | | | | | | |

According to Table 16, the multiple linear regression model between the variables was found to be significant. (F= 397,904; p<0.01). However, it is seen that the coefficients of experience quality and satisfaction have a significant effect on the regression model (p<0.05). Considering the calculated $R^2$=0.663 value, it reveals that the rate of explanation of the model by the sub-dimensions of the quality of experience is 66.3%. In other words, 66.3% of the total variance (changes) in satisfaction, which is the dependent variable, is explained by the independent variable, the quality of experience. When the t values of the coefficients affecting the model were examined, it was determined that the most important experience quality dimension affecting satisfaction was entertainment (13,457).

**Table 16:** The Result of The Regression Analysis on The Relationship Between Experience Quality and Satisfaction

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| **1** | **Satisfaction** | Learning | 0,271 | 7,373 | 0,000 | 0,413 | 2,419 |
| | | Entertainment | 0,529 | 13,457 | 0,000 | 0,360 | 2,776 |
| | | Escape | 0,082 | 0,082 | 0,033 | 0,377 | 2,656 |
| | $R^2$=0,663    p<0,05 | | | | | | |
| | Fmodel=397,904    (p=0,001,p<0,01) | | | | | | |

According to Table 17, the multiple linear regression model between the variables was found to be significant. (F=123-171; p<0.01). However, the coefficients related to destination personality and behavioral intention seem to have a significant effect on the regression model (p<0.05). Considering the calculated value of $R^2$=0.447, it reveals that the rate of explanation of the model by the sub-dimensions of destination personality is 44.7%. In other words, 44.7% of the total variance (changes) in behavioral intentions, which is the dependent variable, is explained by the independent variable, the destination personality. When the t values of the coefficients that have an effect on the model are examined, it has been determined that the most important destination personality dimension affecting behavioral intention is reliable (5,426). The masculine dimension, on the other hand, has no effect on explaining behavioral intention (p=0.494).

**Table 17:** Results of Regression Analysis on The Relationship Between Destination Personality and Behavioral Intentions

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| 1 | **Behavioral Intentions** | Sincere | 0,213 | 3,572 | 0,000 | 0,257 | 3,892 |
| | | Reliable | 0,351 | 5,426 | 0,000 | 0,219 | 4,575 |
| | | Masculine | 0,033 | 0,685 | 0,494 | 0,397 | 2,520 |
| | | Impressive | 0,122 | 2,228 | 0,026 | 0,305 | 3,278 |
| | $R^2$=0, 447   p<0,05 | | | | | | |
| | Fmodel=123,171   (p=0,001, p<0,01) | | | | | | |

According to Table 18, the multiple linear regression model between the variables was found to be significant. (F=446.630; p<0.01). However, the coefficients related to experience quality and behavioral intention seem to have a significant effect on the regression model (p<0.05). Considering the calculated R2=0.688 value, it reveals that the rate of explanation of the model by the sub-dimensions of the quality of experience is 68.8%. In other words, 68.8% of the total variance (changes) in behavioral intention, which is the dependent variable, is explained by the independent variable, the quality of experience. When the t values of the coefficients that have an effect on the model are examined, it has been determined that the most important experience quality dimension affecting behavioral intention is entertainment (11,879).

**Table 18.** Results of Regression Analysis on The Relationship Between Experience Quality and Behavioral Intentions

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| 1 | **Behavioral Intentions** | Learning | 0,210 | 5,954 | 0,000 | 0,413 | 2,419 |
| | | Entertainment | 0,449 | 11,879 | 0,000 | 0,360 | 2,776 |
| | | Escape | 0,251 | 6,782 | 0,000 | 0,377 | 2,656 |
| | $R^2$=0,688   p<0,05 | | | | | | |
| | Fmodel=446,630   (p=0,001,p<0,01) | | | | | | |

According to Table 19, the simple linear regression model between the variables was found to be significant. (F= 703.341; p<0.01). However, the coefficients of satisfaction and behavioral intention seem to have a significant effect on the regression model (p<0.05). Considering the calculated R2=0.537 value, it reveals that the rate of explanation of the model by satisfaction is 53.7%. In other words, 53.7% of the total variance (changes) in behavioral intention, which is the dependent variable, is explained by the independent variable, satisfaction.

**Table 19.** Result of Regression Analysis on The Relationship Between Satisfaction and Behavioral Intentions

| Model | Dependent Variable | Independent Variables | β | t | p | Tolerance | VIF |
|---|---|---|---|---|---|---|---|
| 1 | **Behavioral Intentions** | Satisfaction | 0,733 | 26,521 | 0,000 | 1,000 | 1,000 |
| | $R^2$=0,537   p<0,05 | | | | | | |

Fmodel=703,341    (p=0,001,p<0,01)

## 5. DISCUSSION

The experience which stands out as a result of today's post-modern tourist activity, has become an important for tourism businesses that want to gain competitive advantage as well as for tourists. With the developing and changing tourist typologies, it has become important to measure the quality of the experiences that move towards replacing the services. It is known that these experiences are perceived by feeling, thinking, acting, and associating. Associating includes sensory, emotional, and cognitive experiences and relates the experience to the consumer. It is possible to say that the aim here is to make the tourist feel like a part of the environment. For this, it is known that the senses and emotions must be investigated. At this point, it can be said that the personality of the destination may have a connection with the quality of experience, as it is a stimulus for tourists as well as containing senses and emotions at this point. In this study, which investigates the relationship between destination personality and quality of experience and how the perception of these two concepts affects the satisfaction and behavioral intentions of tourists, unlike other destination marketing studies, the relationship between experience quality and destination personality has been questioned. Thus, based on studies that have not been discussed in the relevant literature so far, but that there may be a relationship between them, important clues have been revealed at the point of destination marketing.

Considering that the emotional and sensory experiences at the destination create the perception of the destination personality, the need to measure the quality of these experiences and to determine how the destination personality affects these experiences has arisen. As Altunel (2016) stated, although the measurement of the quality of experience has been made in various studies, the number of studies examining the antecedents is very few. Therefore, the need for studies that determine the relationship between the quality of experience and its antecedents continues.

In addition, it is one of the important results that the perceived quality of the experiences offered in the Cappadocia region is mostly affected by the reliability of the destination. From this point of view, it can be said that the destination is perceived as Reliable as a whole and this perception should be maintained. In addition, it has been determined that recreational experiences are affected by the sincerity, escape-oriented experiences are masculine, and learning-oriented experiences are affected by their sincerity. The masculine feature of the destination personality does not affect the learning and entertainment experience, but only the escape experience.

When the satisfaction of the tourist's visiting Cappadocia is examined, it has been seen that the sincerity and reliability of the destination personality and the quality of experience and the entertainment dimension have a high effect on satisfaction. The masculine characteristic of the destination personality, on the other hand, has no effect on satisfaction. Tourists' attitudes towards behavioral intentions are similarly not affected by the masculine character of the destination personality, but by being reliable and sincere. All dimensions of experience quality affect behavioral intentions, with the most influential dimension being entertainment experiences. In addition to these, satisfaction also affects behavioral intentions at a high level. Based on all these results, it can be said that the most important personality trait of Cappadocia is that it is firstly reliable and then sincere. The masculine feature of Cappadocia only affects the experience of escape, which is one of the dimensions of the quality of experience and does not affect the perception of other dimensions.

Pine and Gilmore (2012) argued that publicizing a product is the most direct way to make that product experiential. However, they also stated that in order to do this, it is necessary to be aware of which sense appeals to the consumer the most, and to focus on these senses and the emotions that these senses will create. Accordingly, the sincere and reliable dimension of the destination personality affects all dimensions of the quality of experience, the impressive dimension only affects the learning dimension, and the masculine dimension only affects the escape dimension. From this point of view, it can be said that Hosany and Ekinci's (2006) suggestions on investigating the relationship between destination personality and quality, which they included in their studies, were met and a theoretical gap in the literature was filled.

In the related literature, there are many studies suggesting that there is a relationship between destination personality and satisfaction. For example, Sop et al. (2012) conducted a study on domestic tourists spending their holidays in Bodrum and measured the relationship between Bodrum's destination personality perception and tourist satisfaction. According to the results of the research, it was revealed that dynamism and sincerity dimensions are the two dimensions that explain satisfaction from the dimensions of dynamism, sincerity, competence and intellectuality that describe Bodrum. Hultman, Skarmeas, Oghazi, and Beheshti (2015) measured the destination personality perceptions of tourists visiting Taiwan and the resulting satisfaction. According to the results of the research, the satisfaction of tourists is highly affected by the perception of destination personality. Chen and Phou (2013) conducted a similar study from the Angkor Wat Archaeological Site in Cambodia. The researchers concluded that tourists' perceptions of destination personality directly and highly affect satisfaction. Among these studies, a study focusing on Cappadocia was carried out by Umur and Eren (2016). Accordingly, destination personality affects tourist satisfaction at a high level. Among the personality traits of Cappadocia, the destination personality traits that most affect tourist satisfaction were "sincerity" and "action". It is possible to say that the results of the relevant research overlap with the results of the study in this context.

Finally, the effect of satisfaction on behavioral intentions was investigated in the study. Duhigg (2012) suggested that people's habits consist of a cycle and behaviors that turn into habits create a satisfying routine in people. According to the researcher, these routine behaviors create a sense of reward in people, and the repetition of this emotion creates satisfaction. From this point of view, it is possible to say that the intention to revisit, which is a routine behavior, and satisfaction are a phenomenon that should be handled together. Çavuşgil Köse and Akyol (2015) investigated the effect of experiential satisfaction on behavioral intentions such as recommending others, revisiting, and being willing to pay more on their next visit, in their study on older foreign tourists visiting Istanbul. According to the results of the research, as the experience-based satisfaction of third-year tourists visiting Istanbul increases, their tendency to pay more also increases. In other words, the more satisfied the participants were with their experiences in Istanbul, the more they tended to pay for their experience in Istanbul compared to other destinations. Similarly, as the satisfaction levels of the participants increase, their negative word-of-mouth activities decrease, in other words, they show a behavioral intention to suggest the Istanbul destination to others. A similar result was obtained in this study, and it was determined that as the satisfaction of tourists visiting Cappadocia increases, their tendency to recommend and revisit Cappadocia to others will also increase. Based on all these results, it is stated that the tourists, who are generally satisfied with their Cappadocia visit, have a positive intention to visit the region again and recommend it to their relatives; It is possible to say that their satisfaction will be affected by the quality of their experiences in Cappadocia and the unique personality characteristics of the region.

## 6. IMPLICATIONS

In line with the data obtained from the tourists, it has been concluded that the destination personality of Cappadocia is sincere, reliable, masculine, and impressive. At this point, it is important for local government and business managers to be aware of these personality traits. In the study, it was determined that the destination personality was effective on satisfaction and behavioral intentions; In order to increase the number of visitors to Cappadocia, it is recommended to preserve this personality structure. At this point, informing and educating the local people and including them in tourism activities can be presented as a suggestion.

In order to determine the personality structure of many important destinations, it is recommended to examine different destinations in Turkey in this context. The results of the research have shown that the image of the Cappadocia Region to local administrators will be made more positive, making the visitors to the destination more satisfied and positively affecting the future visitor behavior. In addition, the study has shown that the business managers in the destination can direct their promotional activities with the results related to the perceptions of the destination personality.

When we look at the results of the study on the quality of experience, it was seen that fun-based experiences were the experience dimension that most affected satisfaction and behavioral intentions. This situation becomes even clearer when the shooting elements in various promotional materials prepared for Cappadocia are examined. The region, where there are many churches and chapels belonging to the early periods of Christianity, offers learning experiences as well as entertainment experiences. It is necessary to consider that Cappadocia can also be a cultural destination in order to increase the effect of learning experience on satisfaction like entertainment experience. Within the scope of cultural tourism, it is known that many tourists participate in various cultural routes and visit cultural tourism destinations every year. It is possible to state that the learning experience of the Cappadocia region, which is known to be quite rich in terms of historical sites, museums, and art galleries, can actually be a tourist attraction.

### ACKNOWLEDGEMENT

### Ethical Statement

During the writing and publishing of the research on "The Impact of Destination Personality and Experience Quality on Satisfaction and Behavioral Intentions", the rules of Research and Publication Ethics were complied with, and no falsification was made in the data obtained for the research. Ethics committee approval was obtained with the decision of Anadolu University Social Sciences Institute Directorate Ethics Committee dated 04.01.2017 and issued 66166206-050.99.

### Contribution Rate Statement

The authors of the study, from the writing of the study to the creation of the draft. It contributed to the processes and confirmed its final form by reading.

### Conflict Statement

Türktarhan, G. & Kozak, N. (2022). The Impact of Destination Personality and Experience Quality on Satisfaction and Behavioral Intentions. *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi,* 24(42), 144-168.

This work does not cause any conflict of interest, whether individual or institutional/organizational.

**REFERENCES**

Aaker, J. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356.

Ajanovic, E. and Çizel, B. (2016). Destination Brand Personality, Self-Congruity Theory and the Intention to Visit a Destination. *Mediterranean Journal of Humanities,* 4(1), 1-16.

Alpar, R. (2016). *Spor, Sağlık ve Eğitim Bilimlerinden Örneklerle Uygulamalı Istatistik ve Geçerlik-Güvenirlik [Applied Statistics and Validity-Reliability with Examples from Sports, Health and Education Sciences].* Ankara: Detay Publishing.

Altunel, M. C. (2016). Öznel Zindeliğin Deneyimleme Kalitesi Üzerindeki Etkisinde Ilgilenimin Ara Değişken Rolünün Incelenmesi [Examining the Mediating Role of Interest in the Effect of Subjective Vitality on Quality of Experience]. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi,* 15(29), 335-347.

Altunel, M. and Erkut, B. (2015). Cultural Tourism in İstanbul: The Mediation Effect of Tourist Experience And Satisfaction on the Relationship Between Involvement and Recomendation Intention. *Journal of Destination Marketing and Management,* 4(1), 213-221.

Bansal, H. and Voyer, P. (2000). Word-of-Mouth Processes Within a Services Purchase Decision Context. *Journal of Service Research,* 3(2), 166-177.

Bektaş, H. (2017). *Açıklayıcı Faktör Analizi [Exploratory Factor Analysis].* İstanbul: Beta Publishing.

Büyüköztürk, Ş. (2010). *Sosyal Bilimler Için Veri Analizi El Kitabı [Manual of data analysis for social sciences].* Ankara: Pegem Publishing.

Çabuklu, Y. (2008). *Toplumsal Performanslar [Perormance Society].* Ankara: Ayraç Publishing.

Çavuşgil Köse, B. and Akyol, A. (2015). İstanbul'u Ziyaret Eden Üçüncü Yaş Turistlerin Stratejik Deneyimsel Pazarlama Algılarının Deneyimsel Tatmin ve Davranışsal Niyetler Üzerindeki Etkisi [The Effect of Strategic Experiential Marketing Perceptions of Third Age Tourists Visiting Istanbul on Experiential Satisfaction and Behavioral Intentions]. *16. Ulusal Turizm Kongresi Bildiriler Kitabı,* Çanakkale: Detay Publishing, s. 1285-1304.

Chang, T. and Horng, S. (2010). Conceptualizing and measuring experience quality: The customer's perspective. *The Service Industries Journal, 30*(14), 2401-2419.

Chen, C.-F. and Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioal intentions for heritage tourists. *Tourism Management, 31*, 29-35.

Chen, C.-F. and Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management, 36*(2013), 269-278.

Chen, C.-F. vand Tsai, D. (2007). How Destination Image and Evaluate Factors Affect Behavioral Intentions? *Tourism Management,* 28(2007), 1115-1122.

Clawson, M. (1963). *Land and Water for Recreation: Opportunities, Problems and Policies.* Chicago: Rand McNally.

Cohen, E. (1972). Toward a Sociology of International Tourism. *Social Research,* 39(2), 164-182.

Cohen, E. (1979). A Phenomenology of Tourist Experiences. *Sociology,* 13(2), 179-201.

Cole, S. and Chancellor, H. (2008). Examining the Festival Atributes That Impact Visitor Experience, Satisfaction, and Revisit Intention. *Journal of Vacation Marketing,* 15(4), 323-333.

Cole, S. and Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experience. *Journal of Travel and Tourism Marketing,* 16 (1), 77-88.

Cronin, J. and Taylor, S. (1992). Measuring Service Quality: A Re-Examination and Extension. *Journal of Marketing,* 56(3), 55-68.

Demir, M. Ö. (2012). *Sosyal Bilimlerden Istatistiksel Analiz SPSS 20 Kullanım Kılavuzu [Statistical Analysis from Social Sciences SPSS 20 User's Guide].* Ankara: Detay Publishing.

Duhigg, C. (2012). *Alışkanlıkların Gücü [The Power of Habit]* (Çev: H. Balkara Çevikus). İstanbul: Boyner Publishing.

Ekinci, Y. and Hosany, S. (2006). Destination Personality: An Application of Brand Personality to Tourism Destinations. *Journal of Tourism Research,* 45(6), 127-139.

Elands, B. and Lengkeek, J. (2012). The Tourist Experience of Out-There-Ness: Theory of Empirical Research. *Forest Policy and Economics,* 19(2), 31-38.

Feifer, M. (1985). *Going Places.* Londra: Macmillan Publishing.

Giraldi, A. (2012). *Destination Personality, Self-Congruity and Tourism Behaviour: The Case of The City of Rome.* http://www.marketing-trends-congress.com/archives/2013/pages/PDF/711.pdf (22.04.2017)

Hirschman, E. ve Holbrook, M. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing,* 46(3), 92-101.

Huang, S., Weiler, B. and Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research,* 54(3), 344-358.

Hui, T., Wan, D. and Ho, A. (2007). Tourists' Satisfaction, Recommendation and Revisiting Singapore. *Tourism Management,* 28(4), 965-975.

Hultman, M., Skarmeas, D., Oghazi, P. and Beheshti, H. (2015). Achieving Tourist Loyalty Through Destination Personality, Satisfaction, and Identication. *Journal of Business Research,* 68(2), 2227-2231.

Hutchinson, J., Lai, F. and Wang, Y. (2009). Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions Among Golf Travelers. *Tourism Management,* 30(5), 298-308.

Jennings, G., Lee, Y.-S., Ayling, A., Lunny, B., Cater, C. and Ollenburg, C. (2009). Quality Tourism Experiences: Reviews, Reflections, Research Agendas. *Journal of Hospitality Marketing and Management,* 18(2-3), 294-310.

Kang, M. and Gretzel, U. (2012). Effects of Podcast Tours on Tourist Experiences an A National Park. *Tourism Management*, 33(2012), 440-455.

Kanıbir, H., Nart, S. and Saydan, R. (2010). Şehir Pazarlamasında Marka Kişiliğinin Etkisi: Algılanan Marka Kişiliği-Turistlerin Tavsiye Etme Davranışı Ilişkisi [The Effect of Brand Personality in City Marketing: The Relationship between Perceived Brand Personality and Tourist Recommendation Behavior]. *Pazarlama ve Pazarlama Araştırmaları Dergisi,* 4(6), 53-84.

Kılıç, B. ve Sop, S. (2012). Destination Personality, Self-Congruity and Loyalty. *Journal of Hospitality Management and Tourism,* 3(5), 95-105.

Klaus, P. (2010). *EXQ: Development and Validation af a Multiple-Item Scale For Assessing Customer Experience Quality (Doctoral Thesis).* Oxfordshire: Cranfield University School of Management, Oxford.

Kozak, M. and Baloglu, S. (2011). *Managing and Marketing Tourist Destinations: Strategies to Gain a Compatitive Edge.* New York: Routledge Publishing.

Lee, J. and Xie, L. (2011). Cognitive Destination Image, Destination Personality and Behavioral Intentions: An Integrated Perspective of Destination Branding. *16th Graduate Students Research Conference.* Amherst: University of Massachusetts.

Lewis, N. and Palmer, A. (2014). The Effects of Anticipatory Emotions on Service Satisfaction and Behavioral Intention. *Journal of Services Marketing,* 28(6), 437-451.

Liu, C., Marchewka, J. T., Lu, J., and Yu, C. S. (2005). Beyond Concern: A Privacy-Trust-Behavioral Intention Model of Electronic Commerce. *Information and Management*, 42(2), 289-304.

MacCannell, D. (1973). Staged Authenticity: Arrangements of Social Space in Tourist Settings. *American Journal of Sociology,* 79(4), 589-603.

Murphy, L., Moscardo, G. and Benckendorff, P. (2007). Using Brand Personality to Differetiate Regional Tourism Destinations. *Journal of Tourism Research,* 46(1), 45-61.

Odabaşı, Y. and Barış, G. (2002). *Tüketici Davranışı [Consumer Behaviour].* İstanbul: MediaCat Publishing.

Otto, J. and Ritchie, J. (1996). The Service Experience in Tourism. *Tourism Management,* 17(3), 165-174.

Otto, J. and Ritchie, J. (2000). The Service Experience in Tourism. C. Ryan vandS. Page (Eds), *Tourism Management: Towards the New Millenium* in (pp. 321-340), Oxford: Elsevier Science.

Pearce, P. and Caltabino, M. (1982). Inferring Travel Motivations From Travellers' Experiences. *Journal of Tourism Research,* 17(3), 337-352.

Türktarhan, G. & Kozak, N. (2022). The Impact of Destination Personality and Experience Quality on Satisfaction and Behavioral Intentions. *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi,* 24(42), 144-168.

Pine, J. and Gilmore, J. (2012). *Deneyim Ekonomisi [Experience Economy] (Çev: L.Cinemre).* İstanbul: Optimist Publishing.

Shiong, P. and Abdullah, A. (2017). Factors Influencing Archaeological Tourists' Behavioral Intentions: A Conceptual Framework. *Journal o Tourism Hospitality and Culinary Arts,* 9(1), 1-10.

Smith, V. (1989). *Hosts and Guests: The Anthropology of Tourism.* Philadelphia: University of Pennsylvania Publishing.

Sop, S., Kılıç, B. and Akyurt Kurnaz, H. (2012). Destinasyon Kişiliği Ve Memnuniyet Ilişkisi: Yerli Turistler Üzerine Bir Araştırma [Destination Personality and Satisfaction Relationship: A Study on Domestic Tourists]. *13. Ulusal Turizm Kongresi Bildiri Kitabı*, (pp. 1123-1138).

Souiden, N., Ladhari, R. and Chiadmi, N. (2017). Destination Personality and Destination Image. *Journal of Hospitality and Tourism Management,* 32(1), 54-70.

T.C. Kültür ve Turizm Bakanlığı. (2018). *Turizm Işletme ve Belediye Belgeli Tesisler- Milliyetlerine Göre Konaklama Istatistikleri (Kapadokya) [Tourism Accommodation Statistics (Cappadocia)].* Ankara: T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü.

Tabachnick, B. and Fidell, L. (2015). *Çok Değişkenli Istatistiklerin Kullanımı [Multivariate Statistics] (Çev.Ed: M. Baloğlu).* Ankara: Nobel Publishing.

Umur, M.and Eren, D. (2016). Destinasyon Imajı Ve Destinasyon Kişiliğinin Ziyaretçi Memnuniyeti Ve Geleceği Yönelik Ziyaretçi Davranışı Üzerine Etkisi: Kapadokya Örneği [The Effect of Destination Image and Destination Personality on Visitor Satisfaction and Future Visitor Behavior: The Case of Cappadocia]. *Kırıkkale Üniversitesi Sosyal Bilimler Dergisi,* 6(1), 271-294.

Urry, J. (1990). *The Tourist Gaze, Leisure and Travel in Contemporary Socities.* Londra: Sage Publishing.

Urry, J. (2009). *Turist Bakışı [Tourist Gaze] (Çev. E. Tataroğlu ve İ. Yıldız).* Ankara: BilgeSu.

Uşaklı, A. and Baloglu, S. (2011). Brand Personality of Tourist Destinations: An Application of Self-Congruity Theory. *Tourism Management,* 32(4), 114-127.

Vittersø, J., Vorkinn, M., Vistad, O. and Vaagland, J. (2000). Tourist Experiences and Attractions. *Annals of Tourism Research,* 27(2), 432-450.

Volo, S. (2010). Conceptualizing Experience: A Tourist Based Approach. N. Scott, E. Lwas and P. Boksberger (Eds), *Marketing of Tourism Experiences* in (pp. 13-29). New York: Routledge.

Wirtz, J., Mattila, A. and Tan, R. (2000). The Moderating Role of Target-Arousal on The Impact of Affect on Satisfaction: An Examination in The Context of Service Experiences. *Journal of Retailing,* 76(3), 347-365.

Xie, K. and Lee, J. (2013). Toward the Perspective of Cognitive Destination Image and Destination Personality: The case of Beijing. *Journal of Travel and Tourism Marketing,* 30(2), 538-556.

Yu, L. and Goulden, M. (2006). A Comparative Analysis of International Tourists' Satisfaction in Mongolia. *Tourism Management,* 27(6), 1331-1342.

Türktarhan, G. & Kozak, N. (2022). The Impact of Destination Personality and Experience Quality on Satisfaction and Behavioral Intentions. *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi,* 24(42), 144-168.

Zeithalm, V., Berry, L. and Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing,* 60(2), 31-46.

Zhou, M., and Yu, H. (2022). Exploring How Tourist Engagement Affects Destination Loyalty: The Intermediary Role of Value and Satisfaction. *Sustainability*, 14(3), 1621.

Zins, A. (2002). Consumption Emotions, Experience, Quality and Satisfaction: A Structural Analysis for Complainers Versus Non-Complainers. *Journal of Travel and Tourism Marketing*, 12(2/3), 3-18.