



Factors Affecting Travel Intention of Citizens of Pakistan via Premium Bus Services: A Case Study

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ARTICLE INFO

Article History:

Received: May 07, 2023
Revised: June 18, 2023
Accepted: June 18, 2023
Available Online: June 19, 2023

Keywords:

Corporate Reputation
Service Quality
Environmental Concern
Word of Mouth
Travel intention

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

This study explores the impact of tourism related variables such as service quality, environmental concern, corporate reputation, word-of-mouth and travel intention on Pakistan's premium bus services. Data is collected through questionnaires and convenience sampling is used. For data analysis, SPSS and Smart PLS3 software are used. Theoretical results vindicated a positive relationship between travel intention and service quality as well as corporate reputation. This study identifies the positive relationship between corporate reputation and service quality with travel intention via premium bus services whereas travel intention has also the significant relationship with word of mouth and environmental concern. Pakistan has huge potential for tourism, and the government should focus on promoting it through measures such as improving infrastructure, fostering safety and security, highlighting its strengths, and showcasing environmental responsibility. By doing so, Pakistan can emerge as a major player in the tourism industry, drive its economic growth and it helps the customers to decide their tourism plans.

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1. Introduction

The tourism industry plays a significant role in the economic development of countries by promoting cultural heritage, generating foreign exchange earnings, and creating employment opportunities. Pakistan, with its rich cultural and natural resources, has immense potential to attract tourists and benefit from the tourism sector. However, various challenges, including security concerns, infrastructure limitations, and inadequate marketing efforts, have hindered the growth of the tourism industry in recent years. To address these challenges, it is crucial to understand the factors that influence travel intentions and improve the quality of travel services.

The neglect of Pakistan's travel industry, coupled with environmental concerns, has contributed to poor performance and low productivity. The reputation and quality of travel services, as well as environmental sustainability, play a crucial role in attracting tourists and enhancing the overall travel experience. However, the extent of the relationship between corporate image, service quality, and travel intentions in the context of premium bus services remains unclear. Additionally, the moderating roles of environmental concern and word of mouth in this relationship have not been thoroughly explored. Therefore, there is a need to investigate the determinants of travel intention via premium bus services and examine the moderating effects of environmental concern and word of mouth.

Tourism can have both intrinsic and extrinsic benefits for the economy of a country. Intrinsic benefits of tourism include the preservation and promotion of cultural heritage and natural resources, while extrinsic benefits include the generation of foreign exchange earnings and employment opportunities. Tourism has the potential to be a major contributor to the economy of Pakistan, and the government has recognized this potential and taken steps to

promote and develop the tourism industry in the country. However, challenges such as security concerns, infrastructure limitations, and lack of marketing and promotion have hindered the growth of the tourism sector in Pakistan in recent years (Manzoor et al., 2019).

Tourism has the potential to provide a range of economic benefits, including generating foreign exchange earnings, creating employment opportunities, and contributing to the development of local communities and economies (Jang, Bai, Hu, & Wu, 2009). In terms of transportation, fixed-fare, fixed-destination premium buses can offer a comfortable and convenient option for tourists travelling within Pakistan. These buses are designed to be sophisticated and friendly, and they only pick up valid bookings from bus stations. Buses are also an efficient mode of transportation for carrying large groups of people (Arshad, Iqbal, & Shahbaz, 2018). Travel intentions are indeed the subjective likelihood of a customer using a tourist service. Understanding travel intentions can help tourism providers develop effective marketing and promotion strategies and tailor their services to the needs and preferences of their target customers (Hennessey PhD, Yun PhD, & MacDonald PhD, 2016).

Understanding the determinants of travel intention is crucial for travel service providers to develop effective marketing and promotion strategies. By investigating the relationship between corporate image, service quality, and travel intention, as well as the moderating influences of environmental concern and word of mouth, this study aims to provide valuable insights for the owners and managers of travel services. The findings can help improve the quality of service and corporate image of premium bus services, attract more customers, and enhance the overall performance of the tourism industry in Pakistan. By exploring the determinants of travel intention via premium bus services and considering the influence of corporate image, service quality, environmental concern, and word of mouth, this study aims to contribute to the understanding of travel behavior and provide practical insights for the tourism industry in Pakistan.

Customers' recommendations and word of mouth can be a powerful force in the tourism industry, as travelers tend to trust the opinions and experiences of their peers. Poor service quality can also lead to negative word of mouth and damage the reputation of a travel service. In order to succeed in the tourism industry, it is important for travel services to prioritize reputation and quality, as these factors can have a significant impact on customer satisfaction and loyalty (Tecoalu, 2021). Pakistan's travel industry has been neglected in recent years, which has contributed to poor performance and low productivity. In addition, environmental concerns have also been significant, and it is important for the industry to prioritize sustainability and reduce its impact on the environment (Mmutle & Shonhe, 2017).

Environmental concerns is to promote the use of public transportation, such as buses, which can help to reduce pollution and emissions. Cars emit more pollution than buses when each passenger drives alone, so promoting the use of buses can help to reduce the environmental impact of transportation in Pakistan. By addressing these issues and improving the quality of travel services, Pakistan's tourism industry has the potential to grow and thrive in the future (Nordlund & Westin, 2013). People generally prefer convenience over poor service quality and corporate reputation, but this does not mean that travel companies can neglect the importance of reputation and quality. In fact, research has shown that reputation and service quality can have a significant impact on travel plans and decision-making (Ullah, Ranjha, & Rehan, 2018). Private bus services in Pakistan may not always invest enough in reputation and quality, which can lead to a negative impact on the tourism industry. In order to improve Pakistan's reputation and attract more tourists, it is important to invest in research and initiatives that address the concerns and needs of travelers.

Overall, research is an important tool for understanding the needs and preferences of travelers, and can help travel companies to identify areas for improvement and create more positive experiences for their customers. By investing in reputation, quality, and research, Pakistan's tourism industry can continue to grow and thrive in the future (Mohammad, 2020).

The primary objectives of this research is to observe the linkage of corporate image, quality of service, moderating roles of environmental concern & corporate image, environmental concern & quality of service, word of mouth & corporate image, word of mouth & quality of service with travel intention.

2. Literature Review

In recent years, several studies have investigated the factors influencing travel intention in the context of the tourism industry, with a particular focus on the relationships between corporate image, quality of service, and travel intention. This literature review aims to provide a comprehensive overview of relevant studies conducted in the last five years, arranged in chronological order, and critically evaluated for their contributions to the field. One of the early studies by Tecoalu (2021) explored the impact of corporate image on travel intention. The study found a significant positive relationship between corporate image and travel intention, indicating that a positive perception of a travel service provider's reputation and image enhances individuals' likelihood of choosing their services. This study highlighted the importance of managing and maintaining a strong corporate image to attract and retain customers in the tourism industry.

In a similar vein, (Ullah et al., 2018) conducted a study focusing on the role of service quality in influencing travel plans and decision-making. Their findings revealed a significant positive relationship between service quality and travel intention, indicating that customers' evaluation of service quality directly influences their intention to choose a particular travel service. This study emphasized the need for travel service providers to prioritize service quality as a key driver of customer satisfaction and loyalty. Addressing the growing environmental concerns, Mmutle and Shonhe (2017) investigated the role of environmental sustainability in the tourism industry. The study emphasized the importance of reducing the environmental impact of travel services and promoting sustainable practices. It highlighted that travelers' environmental concern plays a moderating role in their decision-making process, influencing their travel intention and preferences. This study shed light on the significance of incorporating environmental initiatives to attract environmentally conscious travelers.

Nordlund and Westin (2013) examined the impact of environmental concerns on travel behavior, specifically focusing on the promotion of public transportation to reduce pollution and emissions. The study found that individuals with higher environmental concern were more likely to choose public transportation options such as buses. This study underscored the need for travel service providers to consider environmental concerns and promote sustainable transportation alternatives to appeal to environmentally conscious customers. Examining the influence of word of mouth on travel intentions, Hennessey PhD et al. (2016) conducted a study on the subjective likelihood of customers using a tourist service. They found that positive word of mouth significantly affected travel intentions, indicating that recommendations and opinions shared by peers have a significant impact on individuals' decision-making process. This study highlighted the power of word-of-mouth marketing in shaping travel intentions.

While previous studies have examined the relationships between corporate image, quality of service, environmental concern, word of mouth, and travel intention, there is a research gap in investigating these factors specifically in the context of premium bus services. Limited research has been conducted on the moderating roles of environmental concern and word of mouth in the relationship between corporate image/quality of service and travel intention within the premium bus service sector. Therefore, this research aims to address this gap and provide insights into the unique dynamics and determinants of travel intention via premium bus services.

By conducting a comprehensive analysis of the relevant literature, it becomes evident that although several studies have explored the individual relationships between corporate image, quality of service, environmental concern, word of mouth, and travel intention, there is a need to integrate these factors within the context of premium bus services. The research gap lies in understanding how these factors interact and influence travel intention specifically in the premium bus service sector. By bridging this research gap, the present study aims to contribute to the existing literature and provide valuable insights for travel service providers in enhancing their business performance and attracting more customers.

There are very few articles on tourism via premium bus services. The tourism industry to be supported by research in order to improve the quality of services provided and enhance the overall experience for travelers. More attention will be given to this area in the future. There is very little research in Pakistan on quality of service and corporate image in the context of travel services (Afridi, Haider, & Alam, 2018).

The study also addresses some research gaps by empirically exploring the relation b/w quality of service, corporate image, and travel intention. Additionally, this study also seeks to fill the void in the literature by examining the moderating effects of environmental concern and word of mouth on the relation b/w quality of service and corporate image and travel intention, which has been largely ignored in previous studies. This study sheds light on concerns that have not previously been observed. The purpose of this study is to observe the relation b/w company reputation, quality of service, and travel intention while utilising premium bus services. This study also looked at how environmental concern and word of mouth affect the relation b/w company reputation and quality of service and travel intentions.

3. Theory and Hypotheses

3.1. Service Quality and Travel Intention

Service quality is an important factor in customer satisfaction and plays a crucial role in building and maintaining a company's reputation. Parasuraman and Zeithaml's five dimensions of service quality (reliability, responsiveness, assurance, empathy, and tangibles) provide a useful framework for measuring and improving service quality (Zeithaml, Berry, & Parasuraman, 1996). According to the Foster's statement in 1991 that service quality is random emphasizes the importance of genuine effort, planning, and execution in delivering high-quality services. The SEVAQUAL model and TPB are valuable tools for understanding tourist behavior and determining service quality and travel intentions. By tracking customer satisfaction levels and making improvements as necessary, companies can build and maintain strong Relations with their customers. Quality of service is essential for creating a positive customer experience, improving customer satisfaction, and maintaining a good reputation. Companies that prioritize service quality and use tools like the SEVAQUAL model and TPB to understand customer behavior and needs are more likely to succeed in the competitive tourism industry (Ismoyo, Hadiwidjojo, Rahman, & Rahayu, 2017).

3.2. Corporate Reputation and Travel intention

Corporate reputation plays a significant role in a company's performance and success. Consumers are more likely to trust and choose a company with a positive reputation, and a company's reputation can have a significant impact on its brand equity and customer loyalty. (Schultz & Werner, 2005). As per Schultz and Werner (2005), the reputation management theory focuses on the strategies and actions that companies can take to enhance their reputation and improve the Relation b/w their organizational identity and image. This involves managing the perceptions and expectations of customers, stakeholders, and the public through various communication channels and branding initiatives. By actively managing and improving their reputation, companies can build trust and credibility with their customers and stakeholders, which can lead to increased sales, customer loyalty, and overall success. Therefore, reputation management is an essential component of any company's overall marketing and branding strategy.

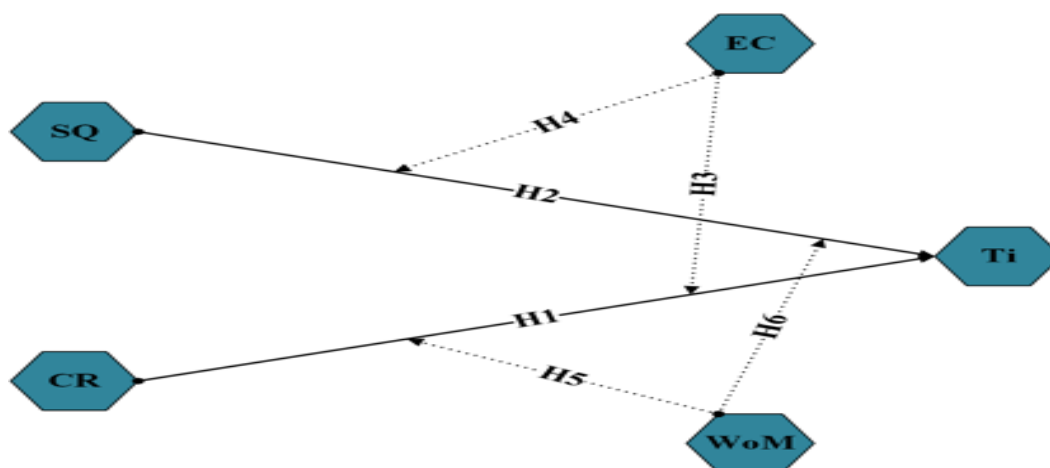
3.3. Word of Mouth Acts as a Moderator

It is important for travel service providers to focus on customer satisfaction and word-of-mouth promotion, as it can lead to long-term customer loyalty and profitability. In addition, with the rise of social media and online reviews, word-of-mouth has become more powerful than ever before (Wisker & McKie, 2021). Positive reviews and recommendations can attract new customers and increase the company's reputation, while negative reviews can damage the company's image and lead to a loss of customers (Mohammad, 2020). Thus, it's crucial for travel service providers to prioritize customer satisfaction and actively manage their reputation through monitoring and responding to customer feedback.

3.4. Environmental Concern as a Moderator

Environmental concern plays a moderating role in the Relation b/w service quality, corporate reputation, and travel intention. The travel industry has a significant impact on the environment and society, and its growth should be sustainable and responsible (Chang, Kong, & Chen, 2017). Ecotourism is a way to promote sustainable development by minimizing environmental impacts and promoting conservation efforts. The success of ecotourism depends on the awareness and respect for the environment and the development of a destination's image to attract tourists. Environmental beliefs and values also influence the travel intentions of eco-tourists (Hultman et al., 2015).

Figure 1



H₁: There is a relation exists among corporate reputation and travel intention

Tourists' travel intentions and decisions are influenced by a company's reputation or image (Loureiro & Kastenholtz, 2011). If a company has a positive reputation, it can attract more customers and increase their loyalty. On the other hand, a negative reputation can deter potential customers and lead to decreased profits. Therefore, it is important for companies in the travel industry to build and maintain a positive reputation to attract and retain customers (Sugiati, 2017).

H₂: There is a relation exists among service quality and travel intention

The travel intention of tourists can be influenced by the quality of service provided by travel companies. Customers tend to form opinions about the quality of service based on multiple factors such as reliability, responsiveness, assurance, empathy, and tangibles. By improving the quality of service, travel companies can increase customer satisfaction, which in turn can lead to an increase in tourism (Rahim, 2016). Additionally, the perceived quality of service can act as a marketing signal for travel companies and can help to shape customer expectations and intentions (Kaushik & Chakrabarti, 2018).

H₃: Environmental concern has moderating effect on corporate reputation and travel intention

Social issues can be more subjective and complex than environmental ones, and it can be challenging to balance the needs of present and future generations while also preserving the functioning of the ecosystem. However, many organizations recognize the importance of addressing social issues and are implementing programs and initiatives to promote social responsibility and sustainability alongside their environmental efforts.

H₄: Environmental concern has moderating effect among service quality and travel intention

Environmental concern can have a moderating effect on service quality, and tourism companies can benefit from offering high-quality services to their customers. Additionally, building a strong bond b/w customers and businesses is essential for success in the tourism industry (Pham & Khanh, 2021).

H₅: Word of mouth has moderating effect among corporate reputation and travel intention

Word-of-mouth (WOM) has a moderating effect on corporate reputation and travel intentions. Positive WOM from satisfied customers can boost a travel company's image and reputation, and it can also influence potential customers' travel plans. On the other hand, negative WOM can harm a company's reputation and deter potential customers from using their services. Therefore, companies should focus on providing high-quality services to ensure customer satisfaction and encourage positive WOM (Mohammad, 2020).

H₆: Word of mouth has moderating effect among service quality and travel intention

Word-of-mouth can moderate the Relation b/w service quality and travel intention, meaning that it can influence the extent to which service quality affects a customer's decision to travel. A positive word-of-mouth can increase travel intention by enhancing the perceived quality of the service, while negative word-of-mouth can decrease travel intention (Afridi et al., 2018). Similarly, the quality of the service provided by a travel company can also influence word-of-mouth recommendations, which in turn can affect the company's reputation and customer loyalty.

4. Methodology

4.1. Data and Methods

This study adopts a quantitative research approach to investigate the determinants of travel intention via premium bus services. A cross-sectional survey design is employed to collect data from a sample of participants. The survey includes standardized scales to measure the variables of interest. The target population for this study are the individuals who have used or have the intention to use premium bus services. A convenience sampling technique is used to select participants from various regions of Pakistan. Multan's bus stations act as a case study. This study incorporates 400 respondents who topped off poll which is the piece of exploration study. The questionnaire is used to collect the data on service quality, reputation, environmental issues, word-of-mouth, travel intention and demographic questions. This questionnaire uses a 7 points of Likert scale. Customers and tourists at Pakistan's bus stations filled out questionnaires about the company's reputation, service quality, travel intentions, and other factors.

4.2. Measurement of Variables

The scales will be adapted from previous research studies and modified to suit the context of premium bus services. The key variables to be measured include:

4.2.1. Corporate Image

Participants' perception of a travel service provider's reputation and image will be assessed using a multi-item scale. Items will focus on aspects such as trustworthiness, reliability, and customer satisfaction.

4.2.2. Quality of Service

Participants' evaluation of the quality of premium bus services will be measured using a multi-dimensional scale. The scale will assess various dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles.

4.2.3. Travel Intention

Participants' likelihood of using premium bus services in the future will be measured using a scale that assesses their intention to travel via premium buses. This scale will capture both the intention to initiate travel and the intention to repeat travel.

4.2.4. Environmental Concern

Participants' level of environmental concern will be assessed using a scale that measures their attitudes and behaviors towards environmental sustainability and conservation efforts.

4.2.5. Word of Mouth

Participants' likelihood of engaging in positive word of mouth regarding premium bus services will be measured using a scale that assesses their willingness to recommend the services to others based on their experiences.

4.3. Data Analysis

Descriptive statistics will be used to analyze the demographic characteristics of the sample. The relationships between variables will be examined using correlation analysis. Multiple regression analysis will be conducted to investigate the direct effects of corporate image and quality of service on travel intention, as well as the moderating roles of environmental concern and word of mouth. Interaction terms will be included in the regression models to test the moderating effects. Statistical software, such as SPSS or R, will be employed for data analysis. Ethical guidelines will be followed throughout the research process. Informed consent will be obtained from participants, ensuring their anonymity and confidentiality. The study will adhere to ethical standards and regulations to protect the rights and privacy of participants. The methodology described above aims to provide a systematic and rigorous approach to investigate

the determinants of travel intention via premium bus services. By employing appropriate data collection methods, sample size determination, and statistical analysis techniques, this study seeks to generate reliable and valid findings that contribute to the existing knowledge in the field.

4.4. Demographic Variables

Age, marital status, purpose, and frequency of travel are described for respondents. This study profiles all respondents by gender and age using SPSS V26. This section of the study gives details about demographics in table 1.

Table 1

Demographics	Variable	Percentage	Demographics	Variable	Percentage
Gender	Male	59.4	Marital	Married	55.8
	Female	40.6		Unmarried	44.2
Age	15 years to 35 years	31.8	Occupation	Student	49.7
	36 years to 55 years	38.2		Govt.job	33.1
	56 onwards	30		Self made	17.3
Education	Metric	25.5	Travel Frequency	Once a week	10.9
	Diploma	23.3		Once a month	38.5
	Undergraduate	51.1		Once a year	50.6
Salary	Rs.15000/-	36.7		For study	12.4
	Rs.35000/-	23	For business	23.8	
	Rs. 50000/-	23.5	For meeting friends and family	26.6	
	Rs.100000/-	16.8	For tourism	37.2	

5. Results and Discussion

5.1 Reliability & Convergent Validity of Constructs

The reliability and convergent validity of the measurement scales were assessed using various statistical indicators, including Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and item loadings.

Figure 2



The results, as shown in the table 2, indicate that all variables exhibit acceptable levels of reliability and convergent validity. The Cronbach's alpha values range from 0.846 to 0.911, surpassing the recommended threshold of 0.70. Similarly, the CR values range from 0.891 to 0.944, indicating high internal consistency. The AVE values range from 0.62 to 0.849, with all variables exceeding the minimum recommended threshold of 0.50. Additionally, all item loadings are higher than 0.60, further confirming the convergent validity of the constructs.

Table 2

Variables	Loadings of variables	Cronbach Alpha	CR	AVE
Reliability	0.83	0.877	0.911	0.671
Responsiveness	0.848	0.85	0.899	0.689
Assurance	0.831	0.846	0.896	0.684
Empathy	0.861	0.872	0.907	0.661
Tangibility	0.844	0.854	0.901	0.695
Environmental Concern	0.804	0.878	0.907	0.62
Word of Mouth	0.806	0.837	0.891	0.671
Travel Intention	0.917	0.911	0.944	0.849

5.2 Fornell-Larcker Discriminant Validity

To assess the discriminant validity of the constructs, the HTMT (heterotrait-monotrait) ratio of correlations was used. The HTMT values, as suggested by (Henseler & Sarstedt, 2013), should be below 0.90 to establish discriminant validity. As shown in the table, all HTMT values are below the threshold, indicating that the constructs have discriminant validity. Furthermore, the cross-loadings of items with other constructs are lower than the loadings with their respective constructs, supporting the discriminant validity of the measures.

Table 3

Variables	Corporate reputation	Environmental concern	Service quality	Travel Intention	Word of Mouth
1. Corporate Reputation	0.812				
2. Environmental concern	0.112	0.787			
3. Service quality	0.135	0.199	0.943		
4. Travel Intention	0.458	0.44	0.492	0.921	
5. Word of Mouth	0.147	-0.041	0.131	0.427	0.819

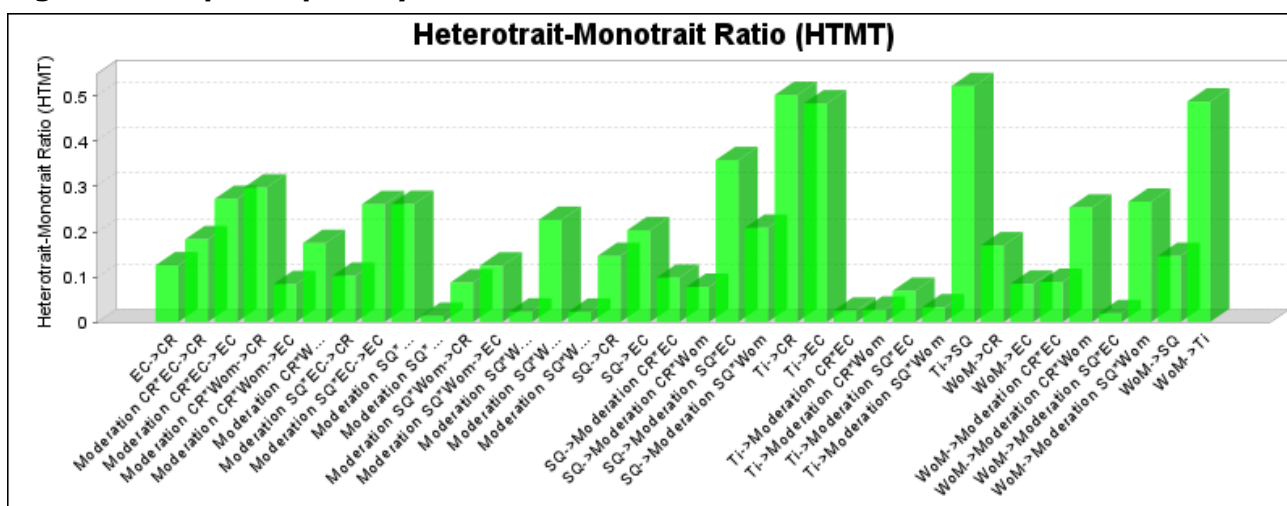
5.3. HTMT

The HTMT values, which are all below 0.90 as recommended by Hensler and Sarstedt (2013), confirm the discriminant validity of the constructs. Thus, the results provide further support for the adequacy of the discriminant validity. Based on the results, all six hypotheses are supported, demonstrating significant positive relationships between corporate reputation, service quality, environmental concern, word of mouth, and travel intention. These findings suggest that improving corporate reputation and service quality, as well as emphasizing environmental consciousness, can enhance travel intention. Moreover, positive word of mouth can amplify the effects of corporate reputation and service quality on travel intention.

Table 4

Variables	CR	EC	Moderation CR and EC	Moderation CR and WOM	Moderating SQ and EC	Moderating SQ and WOM	SQ	TI	WOM
CR									
EC	0.126								
Moderating CR and EC	0.183	0.273							
Moderating CR and WOM	0.298	0.084	0.175						
Moderating SQ and EC	0.102	0.261	0.262	0.014					
Moderating SQ and WOM	0.088	0.125	0.023	0.227	0.023				
SQ	0.147	0.203	0.099	0.078	0.359	0.209			
TI	0.503	0.485	0.025	0.028	0.069	0.033	0.523		
WOM	0.17	0.085	0.089	0.254	0.02	0.267	0.146	0.488	

Figure 3: Graphical portrayal of HTMT



5.4. Testing of Hypothesis

Based on the results, all six hypotheses are supported as there is a significant positive Relation b/w corporate reputation, service quality, environmental concern, word of mouth, and travel intention. These findings indicate that companies can enhance their travel intention by improving their corporate reputation and service quality, and by being environmentally conscious. Additionally, companies can benefit from positive word of mouth, which can amplify the effects of their corporate reputation and service quality on travel intention.

Table 5

Hypothesis	Relation	Std. Beta	Std. Error	t- value	p-value	Decision
H1	CR è TI	0.477	0.04	11.787	0	Supported
H2	SQ è TI	0.514	0.036	14.177	0	Supported
H3	Moderation CR*EC è TI	0.133	0.024	5.598	0	Supported
H4	Moderation SQ*EC è TI	0.163	0.022	7.33	0	Supported
H5	Moderation CR*WOM è TI	0.151	0.023	6.411	0	Supported
H6	Moderation SQ*WOM è TI	0.156	0.022	7.236	0	Supported

5.5. Quality Criteria of Endogenous Dormant variable (R Square)

In any case, the adequate degree of R square worth is many times laid out by the setting of the examination (Gronemus et al., 2010). R square upsides of 0.67, 0.33, and 0.19 are considered significant, moderate, and feeble in PLS-SEM, separately, as per Chin (1998). The R 2 qualities for the two endogenous dormant factors are shown in the table 6.

Table 6

Construct	R ²	Adjusted R ²
TI	0.719	0.717

5.6. Evaluation of Stone Geisser Prescient Significance - Q Square

The Q2 value is a measure of predictive relevance in a research model. It indicates how well the model can predict outcomes for new data that were not used in the model construction. A positive Q2 value means that the model has predictive power, and the larger the value, the more predictive power has the model. In the present study, the Q2 values were computed using the blindfolding procedure, which is a cross-validation technique. The results are shown in a table, and they indicate that all the Q2 values are positive, which suggests that the research model has predictive power. A larger positive Q2 value indicates that the model is more accurate in predicting new data. Therefore, the Q2 results provide evidence that the research model is valid and has predictive power.

Table 7

Variables	SSO	SSE	Q² (=1-SSE/SSO)
WOM	1548	1548	
EC	2322	2322	
CR	2322	2322	
SQ	8514	8514	
TI	1161	487.014	0.581

The findings of this study have several implications for the travel industry, particularly in the context of Pakistan. The results emphasize the crucial role of corporate reputation and service quality in influencing travel intention. By focusing on improving these aspects, travel companies can enhance their customer relations and ultimately increase their travel intention. Firstly, the study demonstrates that corporate reputation significantly influences travel intention. A positive corporate reputation creates a favorable image in the minds of customers, instilling trust and confidence in the company's offerings. Customers are more likely to choose a travel service provider with a strong reputation, as it signals reliability, credibility, and customer satisfaction. Therefore, travel companies should invest in building and maintaining a positive corporate reputation through transparent communication, ethical practices, and consistently delivering high-quality services.

Secondly, the study reveals that service quality is a critical factor in shaping travel intention. Customers prioritize and value excellent service experiences when selecting a travel provider. Responsiveness, reliability, assurance, empathy, and tangibility are dimensions of service quality that significantly impact customers' decision-making process. By consistently delivering superior service experiences and meeting or exceeding customer expectations, travel companies can differentiate themselves in a highly competitive market and foster positive travel intentions among their customers. Furthermore, the study highlights the moderating role of environmental concern in the relationship between corporate reputation, service quality, and travel intention. Environmental consciousness is increasingly important to customers, and travel companies that demonstrate a commitment to sustainability and eco-friendly practices can positively influence travel intention. By implementing environmentally responsible initiatives, such as reducing carbon emissions, promoting eco-tourism, and adopting green practices, travel companies can appeal to environmentally conscious customers and enhance their travel intention.

Additionally, the study identifies word of mouth as a significant moderating factor. Positive word of mouth, both offline and online, plays a crucial role in shaping travel intention. Satisfied customers who share their positive experiences with others can amplify the effects of corporate reputation and service quality on travel intention. Therefore, travel companies should prioritize customer satisfaction and actively encourage and leverage positive word of mouth through social media, customer reviews, and referrals, as it can significantly impact travel intention.

It is worth noting that this study has several limitations. Firstly, the research was conducted in the specific context of Pakistan, and therefore, the findings may not be generalizable to other regions or countries. Future research could explore the cultural and contextual differences in the relationship between corporate reputation, service quality, and travel intention. Secondly, the study focused on a specific set of variables and their relationships, excluding other potential factors that may influence travel intention. Future studies could consider additional variables, such as price, convenience, and destination attractiveness, to provide a more comprehensive understanding of travel intention.

6. Conclusion and Policy Recommendations

In conclusion, this study highlights the significance of service quality and corporate reputation in the travel industry, particularly in the context of premium bus services. The findings underscore the importance of improving service quality to enhance customer satisfaction and positive word of mouth, leading to a stronger corporate reputation. Maintaining a favorable corporate reputation is essential for building customer trust, loyalty, and attracting new customers through positive referrals. The study also emphasizes the moderating role of environmental concern and word of mouth in the relationship between service quality, corporate reputation, and travel intention. These factors provide an opportunity for travel service providers to differentiate themselves and enhance travel intention by showcasing their commitment to

sustainability and environmental responsibility. By implementing eco-friendly practices, promoting green initiatives, and offering sustainable travel options, companies can attract environmentally conscious customers and contribute to a more sustainable travel industry.

Based on the findings, several policy recommendations can be made for the travel industry in Pakistan. Firstly, it is recommended that travel service providers prioritize the improvement of service quality by investing in staff training and development programs. This can help enhance customer experiences and increase customer satisfaction, leading to positive word of mouth and a stronger corporate reputation. Secondly, the government should actively endorse and implement policies that support the development of public and premium bus services. By improving infrastructure, ensuring safety and security, and promoting these services, the government can encourage more tourists to explore different parts of the country. This, in turn, can boost the tourism industry, generate economic growth, and create employment opportunities.

Additionally, the government should focus on promoting eco-tourism and sustainable travel practices. This can be achieved by implementing measures to protect natural resources, preserve cultural heritage sites, and address environmental concerns. By positioning Pakistan as a sustainable travel destination and highlighting its eco-friendly initiatives, the country can attract environmentally conscious tourists and contribute to the global effort of combating climate change. In terms of theoretical implications, this study contributes to the existing literature by examining the relationship between corporate reputation, service quality, environmental concern, word of mouth, and travel intention in the specific context of premium bus services in Pakistan. The findings support the importance of these factors in shaping travel intention and provide insights into their interplay and moderating effects.

Practically, the study offers valuable insights for travel service providers, policymakers, and researchers. The recommendations emphasize the need to prioritize service quality, maintain a positive corporate reputation, and embrace sustainability to enhance travel intention. By implementing these recommendations, travel companies can improve customer satisfaction, increase their customer base, and contribute to the growth of the travel industry. In conclusion, this study sheds light on the crucial role of service quality, corporate reputation, environmental concern, and word of mouth in influencing travel intention. The policy recommendations put forth can guide travel service providers and policymakers in developing strategies that prioritize customer satisfaction, sustainability, and positive reputation. Future research can build upon these findings by exploring additional factors and contexts in the travel industry and expanding our understanding of customer travel intentions and behaviors.

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