

Influential Factors of Visitors' Satisfaction: Evidence from Kantanagar Temple, Dinajpur

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Abstract: *This research aims to identify influential factors in visitors' satisfaction with the Kantanagar Temple as a tourist destination and explore the level of satisfaction. Using a survey questionnaire, data were collected from 350 visitors who have visited Kantanagar Temple since 2019. Respondents were selected based on convenience. For primary data collection, a thorough and well-structured Five Point Likert scale questionnaire has been developed based on previous studies. Descriptive statistics were used to express the demographic profile of the respondents. There are 35 factors that influence visitor satisfaction. Exploratory Factor Analysis has been used to determine the influential factors of satisfaction. We performed an exhaustive review of the data to identify the top ten variables that affect visitors' satisfaction with the destination. Destination Attraction, Environmental Favorability, Tourism Infrastructure and ICT, Service Provider Attitude, Safety and Security, Quality of Services, Transportation Facilities, Access to Local Lifestyle, Food Attraction, and Service Cost are the most significant factors. The outcomes would contribute to improving the performance of Bangladesh Parjaton corporation as well as tourist services, leading to increased satisfaction for both domestic and foreign visitors.*

Keywords: *Visitors, Tourism, Satisfaction, Kantanagar Temple.*

1.0 Introduction

Tourism is the fastest-growing industry in the global economy, generating a significant amount of foreign exchange for many developing countries (Cucculelli and Goffi, 2015).

The World Travel and Tourism Council (WTTC) estimates that travel and tourism contributed a total of US \$2750.7 billion to global GDP in 2018, accounting for 3.2 percent of global GDP. One out of every eleven workers on the planet is funded by this industry. In 2018, the market rose by 10.4%, and the most notable aspect is that this optimistic trend is continuing for the

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sixth year in a row. Travel and tourism were expected to increase by 3.6 percent in 2019, with foreign visitors 3.8 percent from January 2019 to January 2020. According to 2019 forecasting, this is an optimistic development situation. Since the 1990s, tourism has emerged as a small but steadily growing segment of Bangladesh's economy (Roy and Roy, 2015). The tourism industry's contribution to the national economy has grown significantly in recent years.

Sohrab Hossain, the Deputy Inspector General (DIG) of Tourist Police, released statistical data obtained from around 800 tourist spots in Bangladesh on April 17, 2018, stating that the number of domestic tourists stood at around 90,000 in 2017, up from 3.5 lakh in 2017, and the number of international tourists rose from 16,000 to 106,000. The data indicated that the tourism and hospitality industries had the potential to develop rapidly. As a result, emerging and least developed countries must decide which characteristics of their destinations will provide visitors with more positive experiences. Tourists' satisfaction with individual components like destination image, tourist attributes, and overall satisfaction and destination loyalty of the destination results in an overall favorable experience (Chi and Qu, 2008). Tourists often value the experience in terms of meeting expectations across a variety of facilities and activities, like the travel environment, national attractions, accessibility, infrastructure, relaxation aspects, outdoor activities, and price and value. (Alqurneh, Isa, and Othman, 2010), which can be described as the difference between expected and perceived value (Kozak and Rimmington, 2000). Tourist satisfaction can be calculated in this way by comparing tourists' consumption to expectations and the amount of enjoyment they have in a destination (Kamal and Pramanik, 2016), which is similar to the traditional definition of customer satisfaction. However, there is no universal collection of characteristics that can be used to calculate tourist satisfaction for all destinations (Crouch, 2010; Dwyer et al., 2014; Enright and Newton, 2004). As per the Oxford dictionary Visitor is a person visiting someone or somewhere, especially socially or as a tourist.

Thus, determining relative factors and relevant attributes for measuring satisfaction with a destination is also very important and a priority task (Alqurneh et al., 2010). Kantanagar Temple is an eighteenth-century brick temple located in Kantanagar (Kantanagar), a peaceful island hamlet 12 miles north of Dinajpur town and about a mile west of the Dinajpur-Tetulia highway across the Dhepa River. For its magnificent terracotta embellishment, it has acquired eminence as an outstanding monument in Bengal. This nava-ratna, or 'nine spired' Hindu temple, which was stripped of its original nine spires atop its corners during the destructive earthquake of 1897, exemplifies the exuberance of TERRACOTTA ART at its finest in Bangladesh. It was built in 1722 by Maharaja Prannath of Dinajpur. In Shaka

age 1674 (1752 AD), his adopted son Maharaja Ramnath completed it in order to propitiate Rukmini's consort in fulfillment of his father's wish. Except for the missing nine spires, Maharaja Girijanath Bahadur rebuilt it considerably in the early twentieth century (Ahmed, 2012).

This majestic pyramidal temple had nine ornamental spires or ratnas (jewels) on each of the three terraces, giving it the impression of a massive ratha or ornate chariot sitting on a high plinth. The 15.84 sq km temple stands in the center of an oblong court (73.15m'36.57m) surrounded by a pilgrim shed with a corrugated tin roof, with arched windows on all four sides to enable devotees to see the deity enshrined inside from all directions. Its main fabric pivots around a nuclear square cell (3.04m), rising to around 15.24m above its 1.005 m high stone plinth, which is thought to have been quarried from the ancient ruins of Bannagar near Gangarampur in Dinajpur. Three additional square outer shells of varying heights have been attached to it, both to diversify the scheme and to reinforce the central cella, which is carried atop a huge tower. The other eight ornamental towers, now missing, occupied the eight roof corners of the lower two stories (Ghosh, 2005).

The ground floor's angled cornice rises to a height of 7.62 m from the plinth in the centre, dramatically drooping at the corners, while the first floor's rises to 4.56 m and the second floor's to 1.83 m. Each of the four corners of the ground and first floors has a small square cell to accommodate the heavy load of the ornate octagonal corner towers above. The temple accommodates four rectangular corridors on the ground floor around the prayer chamber, measuring 9.17 m 1.53 m and 4.57 m 1.22 m. On the ground floor, there are three multi-cusped arched entrances on each side, each separated by two richly decorated brick pillars. The number of arched doorways on the ground floor disposed in its four shells is 21; that of the first floor is 27 (Ghosh, 2005). The reduced second floor has only three entrance doors and three windows. A narrow strip of staircase, merely 0.70m wide, built into the western second corridor, winds up through its dark passage to the first, second, and third stories. A small derelict single-spired temple, now overgrown with rank weeds, stands about a hundred yards north of the main temple, beyond the pilgrim shed, where Maharaja Prannath is said to have first placed the Krisna symbol, brought from Brindaban. When the icon was over, it was moved to the 'Navaratna' temple. It's now a defunct shrine. It is a 16-sided temple with a multi-cusped arched entrance on the south side that rises to a height of around 12.19 m. (Ahmed, 2012).

The destination has a major economic impact on the local and national economies. The government receives money from the destination in the form of an entry fee. Local residents benefit from 45 separate small businesses located in the district, such as restaurants, handicrafts, small businesses, and cottage rentals. This location receives an average of 1200 visitors per day. During the winter season, 3300 people visit per day.

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Students from different educational institutions visit this archaeological site as part of study purposes. Aside from that, many visitors bring their families with them on numerous occasions. Visitors engage with various elements of the destination when traveling, and the destination as a whole provides a bundle of varied features that include not only beautiful scenery or historical references and importance of those that formerly lived there, but also amenities and services that contribute to the visitor's daily needs. Visitor satisfaction is influenced by interconnected elements or variables. The aim of this paper is to classify factors that influence visitor behavior and to determine the level of visitors' satisfaction with respect to the archeological site of Kantanagar Temple.

2.0 Significance of the Study

The study's findings could help tourism spot managers gain a better understanding of tourist or visitor satisfaction. On a theoretical basis, this analysis is able to provide a better explanation of the variables/factors that tend to be the most important in determining a destination's visitor satisfaction. The study's findings should have been used as a benchmark by concerned tourism marketers and stakeholders in order to boost service efficiency and formulate marketing plans for the future. Furthermore, the study's findings will significantly contribute to the advancement of Bangladeshi archeological tourism by defining essential qualities that satisfy visitors to archaeological sites. The outcome of current research will also assist tourism planners in designing plans and policies that are environmentally friendly and sustainable. Furthermore, the authors anticipate that the report will aid in the study of tourist satisfaction. The findings of this study are relevant to at least four groups: firstly, government bodies such as the Bangladesh Parjaton Corporation (BPC), Bangladesh Tourism Corporation (BTC), Bangladesh Tourism Board (BTB), secondly, tour operators, suppliers, and their associations such as the Tour Operators Association of Bangladesh (TOAB), Bangladesh Tourism Explorers Association (BTEA), and Bangladesh Tour Guide Association (BTGA). Thirdly, tourists will benefit from receiving better value and sophisticated services from the destination.

In 2016, the government has also started working on a master plan for the tourism industry through the Bangladesh Tourism Board (BTB), which has yet to be announced. The results of this study would be useful and lead to the implementation of this master plan because archeological and historical or religious tourism is a different type of tourism than conventional tourism and is more likely to produce more tourism income and contribute to the national economy. Furthermore, the Bangladesh government's upcoming tourism policy will focus on sustainable tourism growth.

3.0 Research Gaps and Objectives

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Previous research on archaeological tourism and visitor satisfaction has concentrated on understanding the features, growth, and management of the industry, as well as the demographic and travel behavior characteristics of visitors who visit archaeological sites. Via an element-by-element comparison of eight heritage sites on New Zealand's West Coast, Williams and Uysal (2010); Pearce and Balcar (1996) investigated how destination characteristics affect visitor satisfaction, growth, management, and demand trends. By analyzing age, gender, salary, and other factors, Silberberg (1995) identified a general trend of visitor satisfaction among archaeological tourists. Several surveys on tourist happiness have been published in recent years. Valle et al. (2006) investigated the association between travel happiness and destination loyalty intentions in a report. Several characteristics in terms of holiday experience, destination attributes and met expectations were evaluated as pull factors against satisfaction in the report. Ahmed et al. (2010) undertook an observational survey to investigate various visitor tastes and tour intentions in the discovery of different tourist destinations. However, only a few studies in Bangladesh have been undertaken solely to assess tourist satisfaction with a single destination (Khuong and Quyen, 2016). Besides from the reasons listed in the literature review section, measuring tourist satisfaction has had a significant effect on tourism industry development. To fill in the existing gaps, this research was conducted with the following two questions and goals in mind:

RQ1: What are the different factors influencing the satisfaction of visitors?

RQ2: What is the degree of visitors' satisfaction with Kantanagar temple?

Based on the research questions, the objectives of the current study are:

RO1. To identify the factors that influence visitor satisfaction at the Kantanagar temple in Dinajpur, Bangladesh.

RO2. To determine the degree of satisfaction of visitors' depending on the conditions those have been investigated.

4.0 Literature Review

Tourism is the act of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services (Kozak, 2003). In recent years, some researchers have conducted research on visitor satisfaction, which is essential for a country's tourism growth. In terms of concept, satisfaction has been the most debated topic for the past 30 years (Truong and Foster, 2006). Satisfaction, according to Kotler (2012), is a relationship between experience and expectation. When perception and expectation are perfectly aligned (perception=expectation), the mental state is called happiness, and vice versa, disappointment.

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When the experience exceeds the expectation (perception > expectation), a happy mental state is created. Satisfaction has been characterized by some researchers as the product of customers' evaluations of perceived efficiency (Chi and Qu, 2008). However, since the fundamental processing processes for assessing consistency and satisfaction are different, some papers model them as separate structures (Hui et al., 2007; Zabrak et al., 2010).

As a result, tourist happiness refers to a visitor's overall experience with a particular destination. The visitor satisfaction construct was defined by the visitors' assessment of destination attributes in the performance-only approach (Truong and Foster, 2006; Kozak and Rimmington, 2000; and Kozak, 2003). The satisfaction of visitors with each part or feature of the destination contributes to their satisfaction with the destination as a whole. To define the contributing factors to visitor satisfaction, we used a performance-only approach in this analysis. Many factors can influence visitor satisfaction, including destination attractions, service quality, safety, previous experience and expectations, tourist activities, destination image, cost, and a pleasant atmosphere. Mcdowall, 2010; Petrick, 2004; Kozak, 2001; Prayag, 2009; Al-Ababneh, 2013; Valle et al., 2006; Ahmed et al., 2010; Suanmali, 2014; Valle et al., 2006; Ahmed et al., 2010; Suanmali, 2014; Vetitnev et al., 2016; Vetitnev et al. In 2013, all mentioned authors conducted different research about the different variables that influenced tourist satisfaction. Domestic visitors were not fully satisfied with their visit to the destinations, according to the study's results. Health care, public transportation and shopping were found to have the lowest rate of satisfaction. It was also discovered that certain aspects, such as the intent of tourism, the mode of payment for travel, the mode of holiday organization, and tourist spending, had an impact on tourist satisfaction. Ahmed et al. (2010), conducted a study and created a model that looks at the connections between customer happiness, influencing variables, and tourist destination loyalty. The results of the study revealed that certain measures have good correlations. It was also discovered that visitors who were pleased with the quality of a vacation destination were willing to return.

Shahrivar (2012) conducted a large literature review-based analysis to look at the factors that affect tourist satisfaction. Natural influences, cultural characteristics, leisure and shopping facilities, accessibility, utilities, reception, amenities, cost, and price are eight attribute factors that influence tourist satisfaction, according to the report. Thirty sub-attributes were also established in the analysis. The study's findings revealed that tourists are pleased with several attributes and disappointed with eight attributes, while tourists are indifferent about the other seven attributes.

Furthermore, a few studies have proposed attributes for tourist satisfaction, such as overall destination image (i.e. attractions, accommodations,

accessibility, amenities, activities, local community, and shopping), comfort, facilities, safety, and infrastructure, cultural attractions and shopping, tourist attractions and ambience, variety and accessibility, perceived attractions, perceived quality, and perceived accessibility (Prayag, 2008; Prayag, 2009; Rajesh, 2013). In addition, factors such as the travel environment, price or value, accessibility, natural attractions, destination image, personal participation, and location attachment affect tourist satisfaction (Prayag, 2012; Prayag and Ryan, 2011). A few more attributes are natural landscapes, service, recreational equipment, safety, calmness, and economical services (Coban, 2012; Lee, 2009).

Rajesh (2013) conducted research to create a theoretical model of destination loyalty based on tourist experience, destination image, and tourist satisfaction. The contributors created four constructs based on the study's results. One of them is tourist happiness, which is determined by factors such as entertainment, destination attractions, and scenery, lodging, dining, transportation facilities, and shopping. Tourist experience, destination appearance, and tourist satisfaction all have a direct impact on destination loyalty, according to this report.

Sarder et al. (2020) conducted a study on visitors' satisfaction at Paharpur Buddha Vihara by considering 15 variables based on five factors, the most important of which are destination attraction, safety and security, a favorable environment, food attraction, and cost. However the study has not shown multi-dimensional factors that are associated to determine the visitors' satisfaction. This study covers only Paharpur Buddha Vihar.

Hossain (2020) conducted a study on the influential factors of tourist satisfaction in Bangladesh based on the Comilla region by taking marketing mix into account. The findings were products, promotion, people, and physical evidence which significantly affected tourists' satisfaction. But this study covers only Comilla tourist spots. Here the satisfaction has been identified with the marketing mix.

From the above conversation unmistakably past researchers discovered the immediate or aberrant connection between different service variables and tourist satisfaction. However, present study try to identify the most influential factors of visitors' satisfaction towards Kantanagar temple, Dinajpur, Bangladesh .

5.0 Methodology of the Study

The objectives of this paper are to determine what factors impact visitor happiness at the Kantanagar Temple in Dinajpur. In this study, quantitative analysis was employed to improve the research's reliability and to achieve the study's aims. The data for the analysis were collected using a simple sample

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technique of 350 respondents. The data were obtained from visitors or tourists who have visited the Kantanagar temple at least once. The practical sampling technique is less expensive, takes less time, and is more versatile and simple to use, but it does not rule out the possibility of selection bias (Hossain et al., 2015; Sultana, Siddique, and Islam, 2015). A quantitative research examines the existing connection between measured variables using a statistical technique to evaluate objective theories (Creswell, 2008). It has the advantage of being able to address a high number of samples in a short amount of time (Berg, 2001). Furthermore, a quantitative method provides better consistency, causation, and the capacity to generalize. Determining Factors of Tourist Satisfaction: The Case of Leisure Tourism 119 (Bryman, 2001; Islam, Hossain and Noor, 2017). However, there are several drawbacks to this strategy. In addition to this method of inquiry, the current study is descriptive in nature, in that it examines the existing literature in the tourism sector to establish the characteristics of tourist satisfaction and extracts significant elements by analyzing visitors' answers to those characteristics. As a result, the first step in completing this study is to determine the visitor satisfaction qualities that apply to archeological tourism in Bangladesh. Tourist satisfaction is a function of satisfaction with the various elements/attributes of all the products/services that make up the tourism experience, according to prior research. (Chi and Qu, 2008; Pizam and Ellis, 1999; Islam and Khayer, 2018; Sarder, 2020; Hossain, 2020), a list of tourism attributes is adopted from previous similar studies to measure tourists' satisfaction. In this regard, in the development of the questionnaire, Islam et al., (2017) was initially considered for selecting tourism attributes and then subsequently customized to match the scope of the study. Few previous studies on Bangladesh tourism (e.g., Ahmed et al., 2010; Akter and Hamid, 2013; Hasan, Mondal and Saha, 2013; Hayat and Supinit 2016; Islam and Khayer 2018; Sarder 2020; Hossain, 2020) also addressed such perception based customer satisfaction by adopting attributes that best match the scope of the study. Almost all studies of destination image, happiness, and loyalty use structured questionnaires, and half of these studies use Likert scales (Echtner and Ritchie 1993; Crouch 2010). Respondents were asked to score their overall satisfaction based on a series of benefit-generating characteristics. After examining the relevant literature, a structured questionnaire was utilized to gather data. The questionnaire used a five-point Likert scale method (Likert, 1932), with responses ranging from very dissatisfied (1), dissatisfied (2), neutral (3), satisfied (4), and very satisfied (5) views toward the Kantanagar temple on a scale of 1 to 5. After formulating questionnaire, 20 visitors took part in a pre-test. The pre-test results lead to the questionnaire avoiding potential answer mistakes during the actual data collecting time. Questionnaires are more reliable since they provide all respondents with the same stimulus (Hossain, Siddique and Islam, 2015; Islam et al., 2017; Islam and Khayer, 2018). This research uses a

questionnaire survey because of these benefits. Primary data was gathered by using a self-administered standardized questionnaire. This report cautiously considered respondents who only went for learning, fun and recreation to Kantanagar temple while choosing respondents for the survey. A total of 380 questionnaires were sent out to prospective respondents, with 350 of them returning as usable for further study. Finally, using Exploratory Factor Analysis, the data was analyzed (EFA). EFA is a tool for determining the underpinning relationships between measured variables (Hair, Black, Babin, and Anderson, 2010). Before conducting the Exploratory Factor Analysis (EFA), some descriptive statistics are determined for both demographic information and selected attributes. The study also adopted both the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity to test the reliability of the measures (Islam and Khayer, 2018). A Principal Component Analysis (PCA) will be used to assess the most significant factors influencing visitors' satisfaction with the Kantanagar temple. Furthermore, to test the reliability and internal consistency of the importance scores, the reliability of the data was also checked using Cronbach’s alpha value. Utilizing the Fornell-Larcker criteria (Islam and Khayer, 2018), a discriminant study was performed to assess the discriminant validity of the derived variables. Besides that, the 35 factors had been chosen from previous related studies and discussions (e.g., Ahmed et al., 2010; Akter and Hamid, 2013; Hasan, Mondal and Saha, 2013; Hayat and Supinit 2016; Islam and Khayer 2018; Sarder 2020; Hossain, 2020). Tourist satisfaction is ranked in a descending order based on their mean value of satisfaction. This ranking may be used to make more informed decisions about which traits are doing exceptionally well. The Statistical Package for the Social Sciences (SPSS) version 22.0 is used for these analyses.

6.0 Result and Discussions

The gender distribution of the respondents was male 60% and female 40% as shown in Table 1. A significant portion of respondents are unmarried (60%) and their age range is 21-30 (50%). Most of the respondents' education level is HSC (26%) and their occupation is student (35%) who come from Rangpur division (50%) and visited this place for the first time (35%) with their friends (45%).

JUJBR**Table 1: The socio-demographic profile and travel characteristic of the people visiting Kantanagar temple (N=350)**

Particulars		Percentage
Gender	Male	60%
	Female	40%
Marital status	Married	40%
	Unmarried	60%
Religion	Muslim	44%
	Hindu	36%
	Buddu	11%
	Christian	9%
Age of the respondent	10 to 20	18%
	21 to 30	50%
	31 to 40	17%
	41 to 50	10%
	50+	5%
Occupation	Service holder	21%
	Student	35%
	Business	13%
	Housewife	9%
	Farmer	8%
	Retired	6%
	Others	8%
Educational Qualification	JSC	10%
	SSC	16%
	HSC	26%
	Bachelors/Honors	23%
	Masters	15%
	Others	10%
Monthly average Household Income	Less than 10000 Tk.	16%
	10000 to 20000	40%
	20000 to 50000	35%
	More than 50000	9%
City of resident	Rangpur division	50%
	Rajshahi division	21%
	Dhaka division	10%
	Chittagong division	3%
	Barisal division	0
	Khulna division	1%
	Mymensingh division	2%

Particulars		Percentage
	Sylhet division	1%
Information Source	Friends and relatives	55%
	Internet	15%
	BPC	10%
	Newspaper	8%
	Others	12%
Advanced plan to visit	Suddenly	22%
	3 months prior or less	40%
	6 months prior or less	19%
	7 months to 1 year	10%
	1 year or more	9%
How Many Times Visited This Place	First time	35%
	Second time	26%
	Third time	22%
	Fourth time	8 %
	Fifth or more than five times	9%
Visiting Purpose	Recreation	36%
	Religious	29%
	Education	16%
	Business	10%
	Others	9%
Visited With	Friends	45%
	Family	19%
	Colleagues	31%
	Others	5%

A constructive ranking of the attributes on the basis of their average satisfaction value are given below in Table 2 with respective standard deviation.

Table 2: Average Satisfaction Value of Selected Attributes (N=350)

SL. NO.	Observed Variables/attributes	Mean	Std. Deviation
1	The destination has unique and wonderful diversity in historical structure (church, castle, temple).	3.87	0.924
2	This Destination attractions is renowned in case of archaeological symbol in Bangladesh	3.70	0.834
3	This destination place has a great historical importance in Bangladesh	3.83	0.887

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SL. NO.	Observed Variables/attributes	Mean	Std. Deviation
4	The destination has great terracotta Architectural beauty	3.89	0.900
5	It has great religious importance for hindu people	3.79	0.783
6	Safety and security of the destination is up to mark for visitors	3.71	0.811
7	Climate and temperature of the destinations	3.70	0.864
8	Family oriented visiting facilities are available here	3.50	0.868
9	Overall tourism environment and facilities	3.50	0.875
10	Friendliness and hospitality behavior of local community	3.60	0.780
11	Availability of information and easy communication with local people	3.48	0.963
12	Availability of roads, transportation and other communications	3.52	0.883
13	Development of tourism infrastructure, markets, roads and highways	3.44	0.844
14	Well accommodation and recreation facility	3.38	0.876
15	Safety and quality of transportation services	3.35	0.828
16	Similarity of snacks item, food, flowers, culture, life style with locals	3.46	0.878
17	Shopping and learning facilities are available there	3.35	0.987
18	The destination is very noise free, neat and clean	3.29	0.887
19	Availability of telecommunications, internet and ATM booth facilities	3.13	1.00
20	Reasonable price of different food, drinks handicrafts products and services	3.18	1.10
21	Smoking free zone	3.53	0.733
22	Brand loyalty and Emotional attachment with the destinations	3.50	0.655
23	Car parking facilities are available	3.41	0.653
24	Availability of well design washroom and toilet	3.32	0.562
25	Availability of trade fair or village fair	3.42	0.671
26	Healthcare and medical facility are available	2.03	1.771

SL. NO.	Observed Variables/attributes	Mean	Std. Deviation
27	Availability of pure drinking water	3.25	0.657
28	All types of Pollution free environment	3.37	0.671
29	Sufficient online information about destination	3.39	0.681
30	Fresh environment and Opportunity for rest	2.99	0.682
31	Affordable cost of transportation	3.40	1.440
32	Different modes of vehicles are available here	3.01	1.330
33	Available of street food	3.40	0.891
34	Warm hospitality by responsible personnel	3.12	0.651
35	Polite and prompt Behavior of staffs	3.00	0.731
Overall satisfaction level of visitors towards Kantanagar temple, Dinajpur 3.40617647			

On a scale of 1 to 5, there are 35 qualities or factors evaluated in this analysis that obtained a mean satisfaction score greater than the 'average,' which is 3.405. It means that respondents are satisfied with all of the aspects of their satisfaction survey. In this regard, the highest average satisfaction is seen in the destination's terracotta architectural elegance (3.89), whereas the lowest average satisfaction is seen in proximity to hospitals and medical services (2.03).

Furthermore, both variables are checked using both the Kaiser–Meyer–Olkin (KMO) calculation of sampling adequacy (MSA) and Bartlett's test of sphericity to ensure data suitability for an EFA (Bartlett, 1954). The findings of these experiments are presented in table 3 in this respect. For a satisfactory factor analysis to continue, the KMO should be greater than 0.60 (Kaiser, 1970; Kaiser and Rice, 1974), and if any pair of variables has a value less than this, one of them should be considered to fall from the analysis. (Islam et al., 2017; Sultana et al., 2015).

Table 3: Data reliability and Sampling Adequacy test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.841
Bartlett's Test of Sphericity	Approx. Chi-Square	865.006
	Df	121
	Sig.	0.000

The KMO score in this sample is 0.841, indicating a high level of sampling adequacy. Another indicator of the frequency of the relationship between variables is Bartlett's measure. Table 3 shows that the Bartlett's test of sphericity is statistically important at 0.00 values, indicating that the dataset's

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corresponding likelihood is less than 0.05, indicating that a PCA (principal component analysis) can be conducted effectively. As a result of KMO and Bartlett's Test, the dataset is ideal for factor analysis (Hair et al., 2010). The 35 attributes were subjected to a Principal Components Analysis of Varimax rotation, which yielded ten variables that explained 82.865 percent of the overall variance. A loading is considered important in this case if its absolute value is greater than 0.40. The most critical factors are extracted in this analysis since all of the variables in the factor solution have at least one meaningful loading on a factor. The ten factors with their respective Eigen values and variance levels have been selected based on factor loading and are shown in table 5 with their respective Eigen values and variance levels.

Table 4: Factors Analysis rotated component matrix

Sl. No.	Observed Variables name	Factors Loading
1. Attraction of Destination		
a)	The destination has great terracotta Architectural beauty	.789
b)	The destination has unique and wonderful diversity in historical structure (church, castle, temple).	.712
c)	This destination place has a great historical importance in Bangladesh	.700
d)	This Destination attractions is renound in case of archaeological symbol in Bangladesh	.610
e)	It has great religious important for hindu people	.600
2. Favorable Environment		
a)	Climate and temperature of the destinations	.609
b)	Tourism friendly environment and facilities are there	.590
c)	Family oriented visiting facilities are available here	.550
3. Tourism infrastructure and Information Communication Technology		
a)	Development of tourism infrastructure, markets, roads and highways	.676
b)	Sufficient online information about destination	.543
c)	Shopping and learning facilities are available there	.531
d)	Availability of telecommunications, internet and ATM booth facilities	.500
e)	Well accommodation and recreation facility	.481
f)	Car parking facilities are available	.455

Sl. No.	Observed Variables name	Factors Loading
4. Service providers' attitude		
a)	Warm hospitality by responsible personnel	.554
b)	Polite and prompt Behavior of staffs	.500
c)	Brand loyalty and Emotional attachment with the destinations	.479
5. Safety and Security		
a)	Safety and security of the destination is up to mark for visitors	.590
b)	The destination is very noise free, neat and clean	.541
c)	Smoking free zone	.530
d)	All types of Pollution free environment	.510
6. Quality of services		
a)	Availability of well design washroom and toilet	.520
b)	Availability of pure drinking water	.510
c)	Fresh environment and Opportunity for rest	.479
d)	Healthcare and medical facility are available	.450
7. Transportation facilities		
a)	Availability of roads, transportation and other communications	.671
b)	Safety and quality of transportation services	.541
c)	Different modes of vehicles are available here	.458
8. Access to local life style		
a)	Friendliness and hospitality behavior of local community	.560
b)	Availability of information and easy communication with local people	.490
9. Food and cultural Attraction		
a)	Similarity of snacks item, food, flowers, culture, life style with locals	.591
b)	Available of street food	.509
c)	Availability of trade fair or village fair	.450
10. Cost of services		
a)	Reasonable price of different foods, drinks, handicraft products and services	.580
b)	Affordable cost of transportation	.558

JUJBR**Influential factors for Visitor Satisfaction (Exploratory Factors Analysis)**

The study results show exploratory factors which affect visitors' satisfaction with the Kantanagar temple. The variables which are highly related within the group are considered within the factor. The study had 35 variables and 10 factors, the factor analysis result showed that ten factors influence visitor satisfaction (Table 5). The factors are: Attraction of Destination, Favorable Environment, Tourism infrastructure and ICT, Service Provider attitude, Safety and Security, Quality of services, Transportation facilities, Access to local lifestyle, Food Attraction, and Cost of service. To decide the factors relevant to visitors's satisfaction with the Kantanagar temple in Dinajpur, Bangladesh, this research used Exploratory Factor Analysis in conjunction with the rating of attributes on a satisfaction score from highest to lowest (EFA). Why is it here? It should be written right after Exploratory Factor Analysis This is a mathematical approach for observing the current relationship between large numbers of variables and connecting them to a particular underlying dimension (Islam et al., 2017; Sultana et al., 2015). As a result, a Principal Component Analysis (PCA) is used to assess the most significant factors influencing visitors' satisfaction with the Kantanagar temple. Principal Component Analysis is a "non-dependent" dimensionality reduction or data compression process that reduces attribute space from a greater number of variables to a smaller number of factors. To choose a subset of variables from a wider collection depends on which initial variables have the strongest correlations with the principal factor (Hair et al., 2010). As a result, PCA is used in this analysis since a number of explanatory attributes of visitor satisfaction are related. As a result, a PCA with chosen explanatory variables is preferable to a multiple regression model of all of these theoretically intertwined variables.

Table 5: Factors that influences on visitor satisfaction

Serial No.	Factors / variables Name	Eigen Value	Variance (%)	Cumulative Variance (%)
1	Attraction of Destination	3.714	13.450	13.450
2	Favorable Environment	3.557	11.456	24.906
3	Tourism infrastructure and ICT	3.260	10.240	35.146
4	Service providers' attitude	3.231	10.001	45.147
5	Safety and Security	3.156	9.114	54.261
6	Quality of services	2.961	7.410	61.671
7	Transportation facilities	2.672	6.453	68.124
8	Access to local life style	1.216	4.998	73.122
9	Food Attraction	1.190	4.942	78.064
10	Cost of services	1.171	4.801	82.865

The above influencing factors explain 82.865% of the factor that influences visitor satisfaction is destination attraction. The Eigen Value of the first important factor is 3.714 with 13.45% of variance. The second most important factor is the favorable environment at the destination, which has an Eigen value of 3.557 with 11.456% of variance. The third important factor that plays an important role in influencing visitor satisfaction is tourism infrastructure, bearing Eigen value of 3.260 with a variance of 10.240%. The fourth important factor that affects the visitor's satisfaction with service providers' attitude bears Eigen value of 3.231 with variance of 10.001. The fifth influencing factor is safety and security, which Eigen value of 3.156 with variance of 9.114. The sixth important factor of satisfaction is the quality of services, with an Eigen value of 2.961 and a variance of 7.410%. The seventh important factor of satisfaction is transportation facilities, which Eigen value is 2.672 and its variance is 6.453%. The eighth significant variable is access to local lifestyle (Eigen value 1.216 and Variance 4.998%). The ninth and tenth important factors followed by food attraction and cost with 1.190 and 1.171 Eigen value and variance of 4.942% and 4.801%.

7. Conclusion

The current study attempted to investigate the elements that influence visitor satisfaction at Kantanagar temple in Dinajpur, Bangladesh. In order to achieve this goal, the study explores and adopts ten exploratory factors. These are Attraction of Destination, Favorable Environment, Tourism infrastructure and Information Communication Technology, Service Provider attitude, Safety and Security, Quality of services, Transportation facilities, Access to local lifestyle, Food attraction, and Cost of service. The study found the direct influence variables on visitors' satisfaction, such as attractive historical and archaeological, safety and security, tourism infrastructure, and terracotta. The archaeological attraction is regarded as the most influential element by Kantanagar temple tourists. The tradition, elegant architecture, and architectural sophistication of any archaeological site are the most appealing features. Many of these can be found in the temple. As a result, the government should conserve various archaeological sites in order to attract visitors. Aside from protection, the most important thing to remember is defense. Agencies are required by law to present and run campaigns at regular intervals in order to increase visitor trust. According to tourism and satisfaction literature, when tourists receive the expected amenities after visiting a destination, they are extremely pleased and want to return. Tourism has a strong impact on a country's educational, cultural, social, and economic areas, as well as on its international affairs. Besides that, this system of guest satisfaction would be beneficial for similar issues that will be helpful for all tour operators. The authorities should increase the infrastructure and services for visitors (opportunity for rest and family visits).

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The behavior of staff and local people should be more harmonious and well to attract and re invite more visitors from different corners of Bangladesh. The authorities should arrange various village fairs and cultural programs over the year. Authorities should protect and try to attract this archeological heritage to tourists and visitors. The tourism and hospitality industries should be commended for their use of information and communication technology (ICT) and the use of new technologies such as social media to engage with consumers. The use of ICT has been cleverly done and realized at a low cost, taking relatively little mechanical resources from the workers. As a result, the study raises awareness among incoming tourists, academics, academicians, government officials, tourism companies, policymakers, and other stakeholders in Bangladesh, and the tourism industry will benefit from understanding the factors that influence visitor satisfaction. There is a great opportunity to improve the services of this destination to gain competitive advantages. Because it has a great heritage and religious background to learn and share. As a result, the paper will aid in the advancement of visitor satisfaction as well as the goods and services offered by tourism destinations to prospective tourists. Because of the sample size and period, the results could not be a true reflection of overall visitor satisfaction. The study is limited to the Kantanagar temple, and the findings do not extend to other locations. More research is needed to increase the generalizability of the sampling by expanding the sample size and location. Thirty five parameters were studied with ten variables as independent variables. As a result, there could be several other factors that influence visitors' satisfaction. Those variables will be investigated further in the future. Furthermore, the results of this study's visitor satisfaction can be used to cross-check the visitors' level of satisfaction and their intent to return to the location. Finally, a related study may be applied to other future developed countries or relevant tourism service sectors.

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