The Effect of the Visitor's Consumption Experience and Tourism Image on Tourist Satisfaction and Revisit Intention of Taiwan's Night Markets

Hsiu-Jung Chou, *Department of Business Administration, Cheng Shiu University*

Abstract—**The study mainly explores the effect of the visitor's consumption and tourism image on their satisfaction and revisit intention to Taiwan's night markets, to analyze the relationship among tourism image, recreational benefits, tourist satisfaction and revisit intention, targeting tourists who paid a visit to night market as samples with 586 questionnaires returned in total. The research outcomes have indicated that: tourism image of night markets reports a positive effect on tourist satisfaction significantly; therefore a positive effect of tourist satisfaction on revisit intention significantly is supported.**

Index Terms—**consumption experience, recreational benefits, revisit intention, tourism image, tourist satisfaction**

I. INTRODUCTION

Tourism Bureau of Republic of China held "2010 Specialty Night Market Selection" in July 2010, with the most significant night markets voted in mid-August. Apart from internet users in Taiwan who strive for votes for the night market of their hometowns, Tourism Bureau has also assigned mystical guests to conduct field study on each nominated night market respectively, with the most environmental-friendly, most friendly, most charming, best for shopping and best fine food awards selected in the end, moreover, Tourism Bureau has issued 100,000 night market food voucher to foreign tourists who visit Taiwan after the selection, allowing foreign tourists to taste the delicacies in Taiwan's night markets, which not only boosts the awareness of Taiwan's night markets, but also helps create a featured tourism in Taiwan by marketing the cultural charisma of the night markets. According to a study by Pine and Gilmore (1998, 1999), consumer experience is regarded as a kind of economic product and in their point of view, a rich and eye-catching experience has to be entertaining, educational, escaped from reality and aesthetics, in which a level of realization of consumer's consumption experience will affect consumer's evaluation after purchase, and will be

associated with satisfaction/dissatisfaction [1] [2]. No matter in which form of experience, the most important purpose to consumers lies in whether an expected and valuable result is received during the process of experience (Blackwell, Miniard, and Engel, 2001) [3]. Therefore, the purpose of this study is to explore a relationship of consumption experience.

Fakeye and Crompton (1991) mentioned that the tourism image will affect tourists' selection of destination; therefore, image is extremely important in the decision-making process of destination, a theory of key opinions of tourism image strategy and the local government should clearly conduct remarkable advertising for recreational tourism image. The revisit intention of tourists will be affected if there is a high integration between scenic spots and image with stronger and positive image [4]. Driver (1997) claimed that recreational benefits are what report a positive change on requirement to people and environment essentially, which covers a relationship of interpersonal community stability, with evaluation highlights to focus on whether individual consumer could attain recreational purpose and acquire different benefits during the participation, it is a special experience with regard to mental satisfaction to him/her, and even is a feeling of individual subjective experience [5]. Therefore, the research purpose of the study is to explore the relationship between tourists' recreational benefits and destination image, to further analyze and examine it accordingly.

Consumers compared an expectation on product or service quality before consumption and cognition of product and service performance after consumption, to judge whether there is a difference in actual cognition of performance and expectation accordingly (Kolter, 1994) [6]. Consumers will report a revisit intention if they are satisfied, in which a revisit caused by tourist's satisfaction on tourism is extremely important to enterprises of today in terms of operation & management of tourism industry and knowing tourists' needs (Kozak and Rimmington, 2000) [7]. The research purposes of the study are to understand how to enhance the satisfaction and revisit intention of night markets and whether tourists' revision intention reports a positive effect on tourist satisfaction.

II. LITERATURE REVIEW

A. *Consumption Experience*

Schmitt (1999) has proposed five strategic experiential modules, i.e. having the responses caused by a feeling of product or service during the consumption process divided into different experiential modules including sense which mainly comes from a perceptual stimulation with response result caused after the treatment, feel is to understand which stimulation causes consumption emotion and urges a proactive participation of consumer, think is to enable interest through a surprise, to provoke skills of centralization and decentralization of consumers, is an experience that makes consumers create cognition and problem solving in a creative manner, act is a method of replacement and lifestyle for doing things by increasing the physical experiences and enriching consumers' life, in which it covers experiences of interaction with others and relate- a relation enabled between brand and the environment of social culture; having an effect on potential community members [8]; Holbrook (2000) pointed that recently, more and more consumers favor happy adventure and would like to use the product happily while shopping, while fewer and fewer people make a consumption for brand, meaning that consumer oriented experience has become the mainstream, therefore, what consumers purchase is not product but experience acquired from a process of purchase [9].

B. *Tourism Image*

Gunn (1988) has pointed out in his study that the formation model of tourism image can be divided into 7 stages- accumulation of mental images enabled by travel experience of the destination [10], mental images of individuals revised through more tourism information, tourists' decision on travel, commencement of travel on arrival, participation of scenic spots, going home after the trip, and image on the destination revised upon travel experience; the formation of tourism image comes from overall characteristics & attributes, psychological function and general uniqueness, the overall characteristics and attributes refer to scenes, climate, facility and residents' attitude of the travel destination, which refer to spiritual feeling of tourists and level of commercialization in terms of non-attribute perspective; psychological function refers to psychological feelings of tangible function or abstract feeling; general uniqueness refers to safety and feasibility of facility and local celebrations and festivals (Echtner and Ritchie, 1993) [11].

C. *Recreational Benefits*

A set of recreational benefits proposed by Philipp (1997) include relaxation, education, physiological, diversion, social inters, self-expression and self-esteem [12]; while in 1992, Bammel and Burres-Bammel have divided recreational benefits into 6 perspectives [13], which are physical benefits, social benefits, relaxation benefits, educational benefits, physiological benefits and aesthetic benefits, moreover, many scholars in Taiwan have agreed with the point and have it divided into: physiological benefits are to keep regular exercise and stay fit to speed up metabolism and is full of vigor in daily life; social benefits are to seek for people who have the same

goal to gather and share with people with the same value through activities, enabling an effect of social interaction by leisure activities; relaxation benefits are a function to recover energy by having people away from a restrained environment and having the pressure relieved to keep a balanced development of individuals physically and psychologically; educational benefits refer to diverse interests provided in leisure activities to satisfy thirst for knowledge and thirst for creation between individuals, with scope of individual knowledge enhanced to achieve an effect of broadened horizons; psychological benefits are values of identification and recognition acquired from participation of activities, chance of tangible and intangible experiences, a sense of achievement acquired from a change of role or role play, reporting curative effect and recovery of people who are mentally ill; aesthetic benefits here refer to an ability to add natural or manufactured scenes by taking part in leisure and art and cultural activities, with mental, affective, spiritual satisfaction and richness obtained at the same time to ensure that a higher state of physics/psychology/spirit enabled by personal values. According to Driver and Bruns (1999), recreational benefits help improve current situation, sustain situational requirement and achieve mental satisfaction from the viewpoint of Benefits About Leisure (BAL) [14].

D. *Tourist Satisfaction*

According to Baker & Crompton (2000), tourist satisfaction is real experience of tourist after experiencing the event, which originated from psychological feeling generated from individual experience in the travel destination [15]. Caruana (2002) has defined tourist satisfaction as an integrated affective response after purchase, which might occur when tourists have a concern or consent on the service provided by the competitors upon different intentions of tourists [16]. Sweeney and Soutar (2001) used quality performance, affection, value of money/price, history and culture to measure a perceptual value of satisfaction, in which quality performance refers to quality of consistency, flawlessness of product, acceptable quality standard and one-stop process; affection refers to customer's affection and a desire to have, a good and pleasant feeling after use, value of money/price refers to reasonable, worthwhile, items with more value than the price and are valuable economically; history and culture refer to products that could change a perception, enable a good impression and can be recognized and accepted by the society [17].

E. *Revisit Intention*

Revisit intention originates from a cognition of travel experience by individual tourists earlier on (Guest, 1995) [18], and whether the tourists would like to go back to the recreation area again willingly (Baker and Crompton, 2000) [15], the more experience and positive comments accumulated on the recreation area, the higher revisit invention of tourists on the recreation area, however, the operation & management of tourism industry and knowing tourists' needs are important to tourists for having a revisit out of satisfaction on the recreation area (Kozak and Rimmington, 2000) [7].

III. RESEARCH METHODOLOGIES

The study will explore the characteristics of tourists who visited the night market, with consumption experience, tourism image, recreational benefits, tourism satisfaction and revisit intention as primary perspectives for measurement and to explore the relationship in between, in which the research framework is shown as Figure 1.
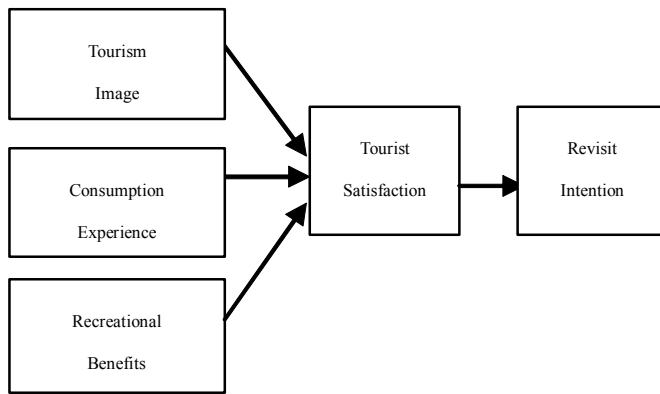

Fig. 1. Research framework

The hypotheses are proposed as below by consolidating the theories of scholars stated above.

H1: The tourism image reports a significant and positive effect on tourist satisfaction.

H2: The consumption experience of night markets report a positive effect on tourist satisfaction significantly.

H3: Recreational benefits of night markets report a positive effect on tourist satisfaction significantly.

H4: A positive correlation is existed between tourist satisfaction of night markets and revisit intention significantly.

H5: Tourist satisfaction is the mediator variable of tourism image and revisit intention.

H6: Tourist satisfaction is the mediator variable of consumption experience and revisit intention.

H7: Tourist satisfaction is the mediator variable of recreational benefits and revisit intention.

The research objects of the study focus on tourists who visited the night market as samples to conduct convenience sampling with sampling time ranged from Nov. to Dec. 2012, totaling up 650 questionnaires include written questionnaire and online questionnaire, with 586 questionnaires returned by deducting 66 invalid questionnaires, reporting a 90.15% rate of return. A ratio between male and female is very close in terms of demographic variable, it is known that college graduated youth people who aged 21-30 favor visiting night market in terms of age and education perspectives, the night market reports bigger attraction to families with children.

The research methodology of the study introduces questionnaire survey to conduct data collection, with SPSS12.0 software suite adopted as statistical analysis tool after the questionnaires are returned, including reliability analysis, descriptive statistics, regression analysis, and multiple regression analysis. The study adopts a measurement scale by Cronbach's α value, with α value >0.7 as high reliability level

[19], and all the variable achieved a high reliability level (Cronbach's α >0.7).

IV. OUTCOMES OF DATA ANALYSIS

A. Regression Analysis

According to the outcome of related analysis, there is a certain level of correlation between variables. Therefore, the study will further explore the causal relationship between variables in terms of regression analysis.

1) A regression analysis of tourism image on tourist satisfaction:

According to regression analysis, a significant statistical relationship is existed between independent variable and dependent variable when F coefficient=867.635, a model supported as per micro data reports a R2 value between 0~1. The higher the R2 value, the higher the model fit, the R2of the study and R2 adjusted is close to 0.6, therefore the model reports good explanatory power and fit; however, tourism image reports a significant effect on the regression analysis model of tourist satisfaction; Therefore hypothesis 1: the tourist image of night markets reports a positive effect on tourist satisfaction significantly is then supported.

2) A regression analysis of consumption experience on tourist satisfaction:

According to regression analysis, a statistical significance is existed between independent variable and dependent variable when F coefficient=495.989 a model supported as per micro data reports a R2 value between 0~1. The higher the R2 value, the higher the model fit, the R2of the study and R2 adjusted is close to 0.5, therefore the model reports good explanatory power and fit; however, consumption experience reports a significant effect on the regression analysis model of tourist satisfaction; Therefore hypothesis 2: the consumption experience of night markets reports a positive effect on tourist satisfaction significantly is then supported.

3) A regression analysis of recreational benefits on tourist satisfaction:

According to regression analysis, a statistical significance is existed between independent variable and dependent variable when F coefficient=667.476, a model supported as per micro data reports a R2 value between 0~1. The higher the R2 value, the higher the model fit, the R2of the study and R2 adjusted is close to 0.6, therefore the model reports good explanatory power and fit; however, recreational benefits report a significant effect on the regression analysis model of tourist satisfaction; Therefore hypothesis 3: the recreational benefits of night markets reports a positive effect on tourist satisfaction significantly is then supported.

4) A regression analysis of tourist satisfaction on revisit intention:

According to regression analysis, a statistical significance is existed between independent variable and dependent variable when F coefficient=578.101, a model supported as per micro data reports a R2 value between 0~1. The higher the R2 value, the higher the model fit, the R2of the study and R2 adjusted is

close to 0.5, therefore the model reports good explanatory power and fit; however, tourist satisfaction reports a significant effect on the regression analysis model of revisit intention; Therefore hypothesis 4: the tourist satisfaction of night markets reports a positive effect on revisit intention significantly is then supported.

B. Path Analysis

1) A path analysis of tourist image and tourist satisfaction on revisit intention:

Use revisit intention as dependent variable while tourism image and tourist satisfaction are as independent variables, in which the VIF coefficient of independent variable on dependent variable is less than 10 and hence reports no high level of collinearity, a statistical significance is existed between independent variable and dependent variable when coefficient F=312.610, in which there is a positive correlation between tourism image and tourist satisfaction on revisit intention according to the estimated β value of tourism image and tourist satisfaction, in which R2 adjusted before and after is close to 0.6, the model that reports good explanatory power and fit is then known. The direct effect of tourism image on tourist satisfaction achieved a level of significance (β=0.773, P<0.001), the direct effect of tourist satisfaction on revisit intention achieved a level of significance (β=0.533, P<0.001), also, the indirect direct effect on revisit intention achieved a level of significance (β=0.223, P<0.001) when tourist satisfaction is a mediator variable. Therefore hypothesis 5: tourism satisfaction is the mediator variable of tourism image and revisit intention is then supported (see Table I).

TABLE I
A MULTIPLE REGRESSION ANALYSIS OF TOURISM IMAGE AND TOURIST SATISFACTION ON REVISIT INTENTION

Independent variable	standardized coefficient β	t	Significance
Tourism image	0.223	4.917	0.000***
Tourist satisfaction	0.533	11.749	0.000***
R		0.719	
R^2		0.517	
$Adj\text{-}R^2$		0.516	
F		312.610	
P		0.000***	

Note：*means a significance difference when P <0.05；** means a very significance difference when P<0.01；***means an extreme significance difference when P <0.001

2) A path analysis of consumption experience and tourist satisfaction on revisit intention:

Use revisit intention as dependent variable while consumption experience and tourist satisfaction as independent variables, in which the VIF coefficient of independent variable on dependent variable is less than 10 and hence reports no high level of collinearity, a statistical significance is existed between independent variable and dependent variable when coefficient F=365.697, in which there is a positive correlation between consumption experience and tourist satisfaction on revisit intention according to the estimated β value of consumption

experience and tourist satisfaction, in which R2 adjusted before and after is close to 0.6, the model that reports good explanatory power and fit is then known. The direct effect of consumption experience on tourist satisfaction achieved a level of significance (β=0.678, P<0.001), the direct effect of tourist satisfaction on revisit intention achieved a level of significance (β=0.482, P<0.001), also, the indirect effect of tourist satisfaction revisit intention achieved a level of significance (β=0.330, P<0.001) when tourist satisfaction is a mediator variable. Therefore hypothesis 6: tourism satisfaction is the mediator variable of consumption experience and revisit intention is then supported (see Table II).

TABLE II
A MULTIPLE REGRESSION ANALYSIS OF CONSUMPTION EXPERIENCE AND TOURIST SATISFACTION ON REVISIT INTENTION

Independent variable	standardized coefficient β	t	Significance
Consumption experience	0.330	8.805	0.000***
Tourist satisfaction	0.482	12.837	0.000***
R		0.746	
R^2		0.556	
$Adj\text{-}R^2$		0.555	
F		365.697	
P		0.000***	

Note：*means a significance difference when P <0.05；** means a very significance difference when P<0.01；***means an extreme significance difference when P <0.001

3) A path analysis of recreational benefits and tourist satisfaction on revisit intention:

Use revisit intention as dependent variable while recreational benefits and tourist satisfaction as independent variables, in which the VIF coefficient of independent variable on dependent variable is less than 10 and hence reports no high level of collinearity, a statistical significance is existed between independent variable and dependent variable when coefficient F=365.697, in which there is a positive correlation between recreational benefits and tourist satisfaction on revisit intention according to the estimated β value of c recreational benefits and tourist satisfaction, in which R2 adjusted before and after is close to 0.6, the model that reports good explanatory power and fit is then known. The direct effect of recreational benefits on tourist satisfaction achieved a level of significance (β=0.731, P<0.001), the direct effect of tourist satisfaction on revisit intention achieved a level of significance (β=0.599, P<0.001), also, the indirect effect of tourist satisfaction on revisit intention achieved a level of significance (β=0.146, P<0.001) when it is a mediator variable. Therefore hypothesis 7: tourist satisfaction is the mediator variable of recreational benefits and revisit intention is then supported (see Table III).

TABLE III
A MULTIPLE REGRESSION ANALYSIS OF RECREATIONAL BENEFITS AND TOURIST SATISFACTION ON REVISIT INTENTION

Independent variable	standardized coefficient β	t	Significance
Recreational benefits	0.146	3.421	0.000***
Tourist satisfaction	0.599	14.051	0.000***
R	0.712		
R^2	0.507		
Adj-R^2	0.506		
F	299.639		
P	0.000***		

Note：*means a significance difference when P <0.05；** means a very significance difference when P<0.01；***means an extreme significance difference when P <0.001

V. CONCLUSIONS AND SUGGESTIONS

A. Research conclusions

Night market is a memory of Taiwanese people from children to adults, in which foreign tourists are curious about and love Taiwan's night market culture. In addition to the fine foods, there are many unusual experiences and feelings as it is not only about local culture but also a combination of cultures from the world, which forms an exotic flavor of Taiwan's night markets gradually, Taiwan government is getting attentive to night market development in recent years, where Tourism Bureau of Taiwan has held a series of activities to expect to promote Taiwan's night market to more tourists who favor Taiwanese culture through such trend. According to the research, tourists will enable a pleasant mood to tourists, cheap, and diverse products will attract the curiosity and purchase intention of tourists, where they would feel a sense of relaxation physically and mentally and forget things they haven't done temporarily through these activities, enabling a transition in mood. Therefore the night markets will not only enable multiple sense experiences, but also allow tourists with bigger pressure to seek for spiritual relaxation and pleasant mood.

As the former night markets are mostly the streets in the daytime and the shopping districts in the evening, where hence report no flawless parking space. The new-established night markets are mostly located in downtown with more expensive rental and report insufficient planning of parking space, therefore the study found that, tourists will still need to worry their own cars and cannot be fully relaxed in the market while visiting a night market in no matter former or new-established night markets.

A diversity of products in the night markets has led to people going and coming in the night market in constant streams every night, therefore there is always a crowded feeling in the night market, also, due the many shop competitors in the night market, there are colorful sign boards out there in order to attract the attention of tourists, according to the research, aside from a creativity of sign board, most of the tourists considered that the indication is unclear, which is even more insignificant when there is a lot of people, it will certainly bring a tidy image to the night market once the sign boarded are unified.

Being the kingdom of gourmet, Taiwan reports many distinctive fine foods, according to a survey of tourism image and satisfaction of night markets by tourists, foreign tourists and local people are the major segments who taste Taiwanese style street foods, it is known that the Taiwanese style street foods are not only irresistible to local people, but also widening foreign tourists' horizon, which are unforgettable to them. According to the study, the higher the tourist satisfaction, the higher the revisit intention, when tourists subject to the attraction of tourism image and make consumption in the night market and obtain positive benefits, will report higher satisfaction accordingly, meaning that a pleasant feeling acquired from here will increase the revisit intention when there is higher satisfaction; Taiwan's night markets are gradually heading toward a large tourism-based development, which is mainly because the diverse range of products help satisfy different types of tourists, in which the awareness and satisfaction will be enhanced by positive comments of tourists, therefore a sustainable development of night markets comes from whether the services provided in the night markets are satisfactory.

Night markets have apparently become a major recreation location to Taiwanese people, which bring benefits to tourists such as a feast of fine foods, pleasant mood and spiritual relaxation, according to the study, most of the tourists would like to revisit the night market willingly and are pleased to recommend it to relatives or friends. Due to the application of social media in recent years, more than half of the interviewees are willing to recommend it to friends/relatives they are acquainted with verbally in order to share the information to more tourists who favor visiting a night market.

B. Suggestions

The study is mainly to understand the image differences of Taiwanese people visiting the night markets before and after, below are images generated from local tourists visiting the night market upon the verification outcomes and conclusions of research development, with suggestions proposed to the shops of night markets, tourists visiting the night market and Tourism Bureau of Ministry of Transportation and Communications, Republic of China respectively.

Planning of safe vehicle route should be managed for tourists externally in terms tourism image perspective, with clear segmentation of route between cars and motorcycles. Besides, sufficient parking space with clear signage should be provided for tourists, with shuttle bus service provided internally in order to enhance revisit intention of tourists if parking points are too far away, the route within the night market should be properly managed internally, with different routes indicated at the entrance to provide as a reference in order to disperse the crowd, to enable a smooth passing of tourists' visit; and with the amount of trash cans added at the same time to avoid the mess caused by the environment and even have cleaners tidied up the environment anytime to keep the region clean. Besides a

mess image of night market to people, there should be clear signage on the night market such as direction to parking space or restroom in terms of tourist satisfaction, making sure that tourists meet their demands easily without asking the service personnel.

The night market is a public space, a clean and tidy environment requires maintenance, also, a good recreational space will relax people's mind, the tourists should have fun and bear social ethics in mind, one little motion of throwing the trash into the trash can without extra effort will help keep the environment clean and comfortable, then tourists' interest in going on an excursion will be doubled, in which the night market will be able to get rid of a messy and dirty stereotype under such virtuous cycle.

As Taiwan is an island country which has limited resources for development, and as a matter of fact, tourism resource becomes important comparatively, in which the night market tourism is listed as one of the key development items by Taiwan government, various cities have spared no effort to improve the facility and tourism image of night market to expect to attract more people to come. Expecting related units of various city governments, private-owned community and the public to jointly participate in construction, to make every Taiwanese proud of this achievement and to market the tourism of Taiwan's night markets to more foreign visitors.

The traditional night markets in Taiwan originated from certain religious belief, business practice or goods collecting and distributing centers, however, many night markets with Taiwanese traditions are getting declined because of convenient transportation and change of time, therefore a series of feelings about traditional culture and historical journey is proposed to government related units to develop, enabling a feeling of time and space interlace in that space to tourists, combining historical and humanistic time and space to have the tourists felt ease in mind, and to develop a series of tourist night markets.

For the suggestions to the night markets internally, the night markets can be further planned with creative sign board designed to attract the attention of tourists without confusions. Besides, a recreation seating area can be established to allow tourists to rest and enjoy the fine foods comfortably, in which the city appearance will be more tidy and well-executed, externally speaking, the public transportation system established around the neighboring area of night market or short-distance shuttle bus are recommended, which not only reduce the worries of Taiwanese people while looking for parking space, but also enable convenient transportation for tourists to visit the night market.

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H. J. Chou is an Associate Professor in the Department of Business Administration at Cheng Shiu University, Kaohsiung, Taiwan. She earned her Ph.D. in Management, with a specialization in Marketing at the National Yunlin University of Science & Technology, Taiwan in 2008. Research interests include marketing strategy, service management, hospital management, strategic management, and consumer behavior. Dr. Chou has published in the Social Behavior and Personality, the Journal of American Academy of Business, Cambridge, and the Journal of Human Resource and Adult Learning.