



STUDY ON THE FACTORS AFFECTING REVISITING INTENTION BY SEM ANALYSIS

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Abstract

The purpose of this study is exploring the relationship among corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention – using international customers in Kenting area as participants. This study using questionnaires investigation, focus on Kenting international tourists of hotel and guesthouse as the research object. And deliver 350 questionnaires, recover 350 questionnaires and excluding invalid questionnaires 14 parts, valid questionnaires amount 336 parts (equivalent to 96%), using the SPSS statistics software as a tool for statistical analysis. Sample data uses the factor analysis, correlation analysis, SEM Analysis et cetera method conducting analysis. Study results showed that: In this study, there is a significant correlation on international tourist of Kenting area guesthouse and hotel on corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention among research variables. In SEM verification analysis, find corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention et between research variable of Kenting area international tourists parts have significant positive influence.

Keywords: corporate image, experiential marketing, service quality, experiential value, revisiting intention, SEM

Introduction

Nowadays market competition is very fierce, in addition to attract customers it should know more how to retain customers. While the consumers don't focus on the commodity itself anymore, but in the consumption process brings experience to consumers. The past study of hotel or guesthouse most focus on operation performance, customer satisfaction and service quality et cetera aspect, rarely research focus on the customer for corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention. This is one motivation of this study.

And has characteristic hotel or guesthouse, due to media, newspapers, magazines and many other reporting, the status and character of guesthouse and hotel has been gradually transformed. Causing consumers for the accommodation choice become more multivariate. The annual total has hotel or guesthouse industry redecorated, change style to ingratiate the accommodation experience of consumers. How to make your own distinctive or innovative of guesthouse and hotel to attract consumers, even further how to attract international tourist, is the second motivation of this study.

If individual guesthouse owners want to stand out, it need to bound to build own style and characteristic so that will it be possible to attract consumers. However, this study wants to understand the operation of guesthouse

or hotel, how to use own resources, provided service, operation strategy to create its competitive advantage and build own reputation and loyal customer base reflux. Is the third motivation of this study.

Combine the above, this study select to explore the relationship on corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention, based on international tourists

Literature Review

1. Corporate Image

Corporate Image is defined as the perception of a company (Bernstein, 1986; Zinknan, Ganesh, Jaju, & Hayes, 2001). Corporate Image can also be defined as the impression of an organization created through corporate communication, e.g. mission statements and advertising, and the name, symbols or reputation to give just a few examples. (Gray & Balmer, 1998; Bernstein, 1986). Gray & Balmer (1998) define Corporate Image as the mental picture of the corporation and include value judgements of the companies attributes.

The different forms of business image are the external and the internal corporate image (Zinknan, et al., 2001). The corporate image is formed by internal and external influence. Whereas the internal factors are directly controllable, the external factors are indirectly controllable by the organization.

This model of Zinkhan et al. (2001) does not focus on applicants explicitly. Applicants may interpret information differently than internal or external stakeholders. Nevertheless, it can be used to understand components of general corporate image. It shows that the public image of a corporation, e.g. held by single external individuals, can also be considered as corporate image.

No company can ignore corporate image since every organization has an image (Bernstein, 1986). Whether the image is created consciously or unconsciously, it affects the behavior of people (Bernstein, 1986). Knowledge of the Corporate Image helps managers direct their communication effort in a more efficient way (Bernstein, 1986). Szu-Yuan Sun et al (2014) described corporate social responsibility has a significantly positive effect on corporate image, service quality, and purchase intentions. In addition, service quality has a positive effect on corporate image and purchase intentions.

2. *Experiential Marketing*

Holbrook and Hirschman (1982) described experience is a personal occurrence, often with important emotional significance, found on the interaction with stimuli which are the products or services consumed. Schmitt (1999) described experiences involved the entire living being. They often result from direct observation and/or participating in the event-whether they are real, dreamlike or virtual. Fornerino et al. (2006) described experience categorises into five distinct dimensions: sensorial- perceptual, affective, behavior, social and cognitive (cited in Gentile et al, 2007).

Brakus et al. (2009) described brand experience as subjective, internal consumer responses that can be categorised into sensory, affective, behavioral and intellectual intentions evoked by brand-related stimuli. Ismail (2010) described emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption.

Mehrabian and Russel (1974) explored the people in the environment that experienced when the relationship between plot and behavior, discovered that attitudes of mood generated of experience will further impact the behavior of hind performance. Oliver (1980) thought that consumer according to personal experience produces the attitudes evaluation of product or service positive and negative aspect will impact its behavior intention.

3. *Service Quality*

Jennifer Min et al. (2018), indicated most farms were not adequately meeting visitor's expectations. Suitable service quality improvement plans and strategies are proposed based on the findings.

Hui Chen Lee, et al. (2019) According to the result, suggestions made to related management units, to build good destination image to increase service quality and satisfaction for tourists to have the positive evaluation of tourist destination. Grönroos (1982) described the total service quality as customer's perception of difference between the expected service and the perceived service. Asubonteng et al. (1996) defined service quality as the difference between customers' expect-

tations for service performance prior to the service encounter and their perceptions of the service received. Gefan (2002) defined that service quality as the subjective comparison that customers make between the quality of the service that they want to receive and what they actually get. Deming (1981) and Garvin (1987) identified the service quality is the critical factor for satisfying customer demand.

Parasuraman, Zeithaml, and Berry (1985) defined service quality as the comparison between customer expectations and perceptions of service. In their following research (Parasuraman, Zeithaml, and Berry, 1988), then they purified and distilled the ten dimensions to five: reliability, tangibles, responsiveness, assurance, and empathy, which constitute the base of global measure for service quality - SERVQUAL Based on these five dimensions listed above, the researchers developed 22- item scale with a set of service quality dimensions to quantify a customer's assessment of a company's service quality. However, the traditional service quality dimensions cannot directly apply to Internet banking, because it represents a different and unique service delivery process. Different dimensions have been accepted in previous studies measuring electronic service quality. Nevertheless, the studies of Parasuraman (1988) offer particularly strong service quality dimensions for measuring traditional services and could be serve as a good starting point for further research (Yang and Fang, 2004)

4. Experiential Value

Mathwick, Malhotra, and Rigdon (2001) base their conceptualization of

experiential value on Holbrook (1994) and distinguish between intrinsic (hedonic) and extrinsic (utilitarian) value components and active and reactive sources of value on the other hand. In consumer behavior research consumers have been depicted as either 'problem solvers' or 'fun seekers', representing the utilitarian versus hedonic dichotomy (Hirschman and Holbrook 1982). In the retail literature this dichotomy is applied to distinguish between shopping motivations originating from viewing shopping as work versus viewing shopping as fun (Babin, Darden, and Griffin 1994). Also in an online context hedonic and utilitarian motivations seem to underlie online retail shopping behavior (Childers et al. 2001). Our dual characterization of components is consistent with these existing views on utilitarian versus hedonic motivations.

With respect to the active and reactive sources of value, Holbrook (1994, p.43) defines the active dimension as 'a manipulation of the environment' and mentions playing a video game as an example. In the reactive dimension in contrast, the consumer mainly acts as a viewer and receiver instead of as an active participant. Mathwick, Malhotra and Rigdon (2001) distinguish playfulness, aesthetics, customer return on investment and service excellence as sources of value.

5. Revisiting Intention

In the past, the study by Gitelson and Crompton (1984) was the first to reveal the importance of repeat travelers to destinations. They found that many destinations rely heavily on the visitation of repeat visitors. Reichheld & Sasser (1990) pointed out that

“companies can boost profits by almost 100% by retaining just 5% more of their customers”). Furthermore, by comparing the consumer behavior of first-time visitors and repeat visitors, the difference between these two types of tourists had been found significantly in their demographics and socio-economics from previous studies (Hu et al., 2003).

Boulding, Kalra, Staelin and Zeithaml (1993) discovered that there are highly correlated between service quality and revisiting intention. It means that if service quality is better then customer satisfaction is higher, then revisiting and loyalty is higher. Anderson and Sullivan (1993) discovered that there will be a considerable degree of relationship on satisfaction of service quality and revisiting intention.

Methodology

Sample and Data Collection

The purpose of this study is focused on international customers in Kenting area as study population, and be aimed at cognition of the business image, experiential marketing, service quality, experiential value to explore benefit of revisiting intention.

The target interviewees of this survey are the international tourism customers in Kenting area, to facilitate sampling method conducting questionnaires. The grand total provides 230 questionnaires, recycling effective questionnaire 230, excluding invalid questionnaires 10, the total of valid questionnaires are 220, the effective questionnaire recycling a rate 95.7%.

Measures

This study is exploring the correlation between corporate image, experiential marketing and service quality on the impact of experiential value and revisiting Intention, and use “experiential value” being intervening variable exploring “corporate image”, “experiential marketing” and “service quality” whether through of intervening variable impacting revisiting intention. variables of this study were to investigate corporate image, experiential marketing, service quality, experiential value and revisiting intention, the operational definition of each variable, as described in detail later:

Personal Characteristics

Hotel or guesthouse of accommodation, the number of times of hotel or guesthouse, check-in of accommodation, number of days of accommodation, consumption motivation, travel object, transportation tool, the total amount of consumption, gender, marital status, age, education level, profession, average monthly living expenses

Corporate Image

Corporate image is defined as customer according to business relevance message and consumption experience and other factors to form a holistic view of the enterprise, cognition and evaluation of perception. Also combine this study practice to use Corporate Image variables into "Company Image", "Store Image", "Corporate Credit," the three dimensions to be explored.

Experiential Marketing

This study uses that Schmitt (1999) as mentioned five strategies experience Module and combine this study practice to use experiential marketing variable divided into "sense", "emotion", "think", "action", "associate" et cetera five dimensions to be explored.

Service Quality

This study uses that Parasuraman, Zeithmal & Berry(1991) development out overall Service Quality Scale of forward questions. Put forward through customers to service servant proposed of service performance for the actual experience of attitude to measure the results of service execution, without comparison with customer expectations (Cronin & Taylor, 1992). They also use service quality divided into "tangibles", "reliability", "responsiveness", "assurance", "empathy" et cetera five dimensions to be explored.

This study through by archiving of corporate image relevance literature, the corporate image is defined as customer according to business relevance message and consumption experience and other factors to form a holistic view of the enterprise, cognition and evaluation of perception. Also combine this study practice to use corporate image variables into "company image", "store image", "corporate credit," the three dimensions to be explored.

Experiential Value

With Mathwick, Malhotra and Rigdon (2001) proposed that Consumer return on investment, superiority of the service, aesthetic and playfulness and

combine this study practice use experiential value variable divided into "aesthetic", "superiority of the service", "return on investment" et cetera three dimensions to be explored.

Revisiting Intention

In reference archive abroad after relevance research of customer loyalty, revisiting intention, this study according to Jan Rung Yuan (2009) on the interpretation of revisiting intention. Use revisiting intention variable divided into "repurchase intention", "recommended intention" et cetera two dimensions to be explored

Results and Discussion

Reliability and Validity Analysis of Questionnaire

In 1978, Nunnally pointed that if α higher than 0.7 then reliability has a quite good consistency. The reliability result of this study questionnaire (validity sample 336), Cronbach's α of 「corporate image」, 「experiential marketing」, 「service quality」, 「experiential value」 and 「revisiting intention」 each research variable and its related dimension, almost higher than 0.7 and belongs to good reliability scale; AVE most higher than 50% it represents that the characteristic of this research questionnaire has reasonable range between each dimension. (see Table 1.)

Correlation Analysis

There are all extremely significant positive correlations on international tourists of guesthouse or hotel in

Table 1. Reliability Analysis AVE% of Research Questionnaire Summary Table

Name of variable	Cronbach's α of variable	Name of dimension	Cronbach's α of dimension	AVE(%)
Corporate Image	0.927	Company Image	0.772	59.845
		Store Image	0.835	68.088
		Corporate Credit	0.797	62.291
Experiential Marketing	0.919	Sense Experiential	0.840	69.170
		Emotion Experiential	0.747	58.348
		Think Experiential	0.718	54.417
		Action Experiential	0.730	65.825
		Associate Experiential	0.730	76.619
Service quality	0.953	Tangibles	0.807	69.603
		Reliability	0.846	62.912
		Responsiveness	0.739	57.214
		Assurance	0.886	69.603
		Empathy	0.818	61.233
Experiential Value	0.901	Aesthetic	0.848	78.408
		Superiority of The Service	0.895	71.189
		Return on Investment	0.799	63.711
Revisiting Intention	0.931	Repurchase Intention	0.855	70.415
		Recommended Intention	0.837	76.619

the Kenting area on corporate image, experiential marketing and service quality on the impact of experiential value and revisiting intention among research variables

Testing the Structural Equation Mode

This study belongs to Exploratory Research, uses SEM analysis method further to understand causal relation of each variable. Its intention is to explore the causal relation between 「corporate image」, 「experiential marketing」,

「service quality」, 「experiential value」 and 「revisiting intention」 each research variable. While in the study main is to use AMOS 20 statistical software to verify the influence situation between of each variable and according to related research theoretical and literature for the restricted mode of constructed to conduct SEM analysis. In SEM chart, uses 「→」 represents causal relation; 「→」 at the beginning as a cause (Predictive variables of regression equation) and referred to as a result (Criterion variables of regression equation). The chart

of related SEM analysis mode as shown in Figure 1.

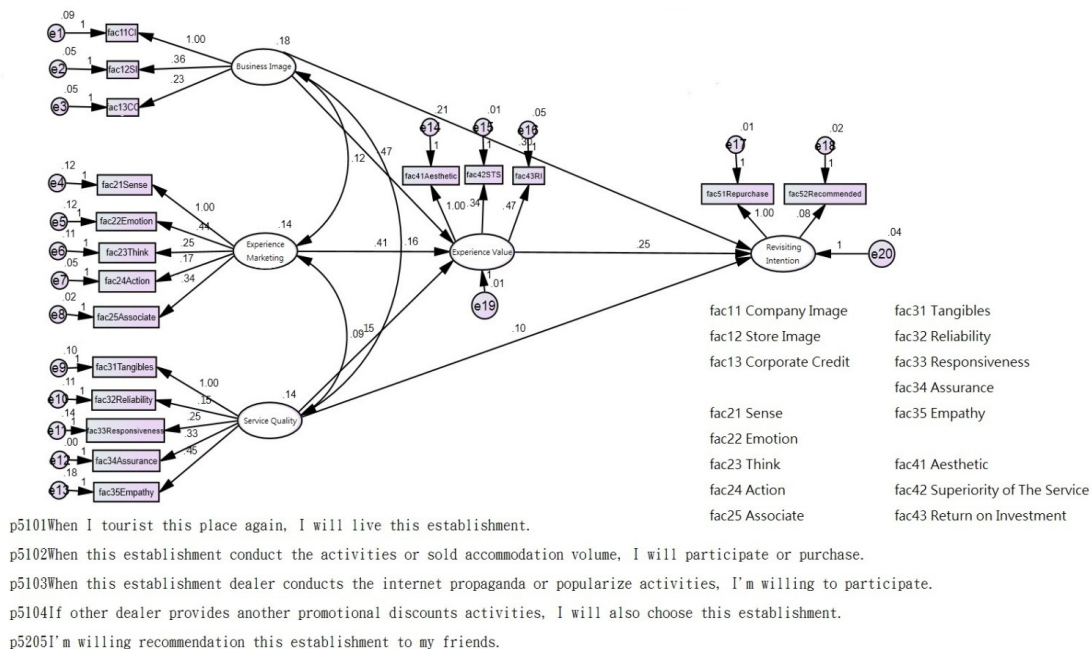


Figure 1. The chart of Variable and dimension SEM analysis mode - Verification Mode (Mode two)

Linear Structural Relationship Model of constructed utilizes Maximum likelihood (ML) to estimate, respectively focus on this study research structural mode one and mode two to conduct goodness of fit evaluation analysis. The results displayed in Table 2, this study linear structural mode overall goodness of fit of constructed structural architecture model, the parts of mode two reach ideal level.

Conclusion and Suggestion

Conclusion

This study is to understand the correlation and influence of international tourists on corporate image, experiential marketing, service quality to experiential value and revisiting intention, will recy-

cle 336 parts valid questionnaires and utilize SPSS statistics software to conduct analysis, and understand the correlation and influence between each research variable and analyze the correlation and influence between each research variable. In order to provide guesthouse(hotel) operating decision maker as a management of practice, the reference of follow researchers and the direction of thinking.

There is an extremely significant correlation on international tourists of guesthouse or hotel in Kenting area on corporate image, experiential marketing and service quality on the impact of experiential value and revisiting Intention among research variables.

Corporate Image, experiential

marketing and service quality on the impact of experiential value and revisiting intention et between research variable of Kenting area international tourists parts have significant positive influence.

Review of the literature, most scholars conduct the correlation research of guesthouse (hotel) all using domestic tourists as research objects, seldom uses international tourists as research objects. This study in addition to uses international tourists as research objects, and

uses the associativity as a research investigation that can use as researchers subsequent reference. This study first attempt to use five variables of this topic to conduct overall research, due to empirical shows that these five variables are the main key factor to affect Revisiting Intention. This study first attempt to explore the variable of Experiential Value to measure, through empirical shows that there is associativity with other variables and also is a good intervening variable.

Table 2. Goodness of Fit Evaluation Result of SEM Causal Mode

Goodness of fit evaluation index	Variable (Mode one)	Variable and dimension (Mode two)	Ideal Value
$\chi^2(df)$		219	-
χ^2value/df		2.606	Higher than 2
GFI	1.000	0.928	Higher than 0.9
AGFI		0.875	Higher than 0.9
RMR		0.033	Smaller than 0.05
RMSEA		0.044	Smaller than 0.08
CFI	1.000	0.987	Higher than 0.9
NFI	1.000	0.960	Higher than 0.9

*means $p < 0.05$ Significant **means $p < 0.01$ Very significant *** means $p < 0.001$ Extremely significant

Suggestions

This study mainly focus on international tourists to conduct convenience sampling carrying out investigation, it has a certain degree of representativeness. How to enhance corporate image, experiential marketing and enhance the recognition of service quality in the enterprise and then let international tourists reach satisfaction and recognition it units, and then enhancing Revisiting Intention is unit decision maker need to

pay attention. Hereby propose relevant research recommendation for reference.

According to this study displays, the customers of vacation accommodation at most are young international tourists. How to attract the middle-aged and elderly customer international tourist accommodation was the hotel industry cannot be ignored.

In terms of corporation image, through practical empirical discover that

the Kenting hotel or guesthouse of international tourists corporation image perception it does produce quite positive influence to revisiting intention, by exploration of detail factor could discover that [company image], [store image] and [corporate credit] are enhance revisiting intention of important factor. Hence, suggest the hotel or guesthouse in Kenting area should continue strengthen promotion of company image. For instance, participate operating charity, sponsor public welfare activity and pay attention consumer rights and benefits.

In terms of experiential marketing, should let international tourists produce pleasant and a unique feeling of much honor, suggest that from professional service, cordial reception, intimate care and passionate attitude and also build pleasant situation et cetera in order to enhance customers feeling.

In terms of Service quality, from research results knows, international tourists have highest feeling degree on [tangibles] of service quality; lowest is [responsiveness] . It represents that customers have a good evaluation on environment of accommodation in each guesthouse (hotel), but on attitude and service of staff member in guesthouse (hotel) still need to enhance service concept of“ customer-oriented”.

In terms of experiential value, from research results knows, international tourists have highest feeling degree on [aesthetic] of experiential Value; feeling degree on [return on investment] and [superiority of the service] is relatively low. Represents that international

tourists think guesthouse (hotel) of decoration and arrangement perception is good, but guesthouse (hotel) provided on service quality needs to do some change in order to let customers can enjoy better service during the accommodation.

In terms of Revisiting Intention, in order to enhance Revisiting Intention of international tourists, suggest guesthouse (hotel) could positive create high quality customer interaction. Could give a intimate or meaningful small gift, or let international tourists feel host's cordial and warm like good friends so that can improve tourists willingness of coming.

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