



## A STUDY ON THE IMPACT OF EXPERIENTIAL MARKETING ON SERVICE QUALITY AND CUSTOMER SATISFACTION FROM THE PERSPECTIVE OF CULTURAL CREATIVITY

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### Abstract

Drinking coffee has currently become a part of people's life to result in enormous business opportunities in coffee market. In addition to the emergence of coffee chain shops, convenience stores, supermarkets, and fast-food restaurants also promote coffee drinks, with fierce competition. Consumers change drinking coffee as daily drinks to the experience in pursuing brands and pay attention to the quality and safety of food and drinks as well as the perception of the climate. Furthermore, cultural and creative industries could help industries upgrade and create added value and promote economic growth that the development of cultural and creative industries is emphasized globally. Due to the global boom of cultural and creative industries, a lot of food service would combine cultural and creative elements with traditional architectures,

local cultural characteristics, themes and styles, and space aesthetics to create quality dining environment, expecting to attract consumers' active consumption.

Eslite Corporation was rewarded Taiwan Top Hundred Brands in cultural and creative service by Ministry of Economic Affairs, in 2011. Furthermore, to cope with the development of cultural and creative industries, Eslite Spectrum Corporation was established, which, as "creativity living industry" in cultural and creative industries in Taiwan, connects creative & creative and commercial activities and is the creative economy based composite channel, life brand, and food service business (Eslite Café). It provides cultural and creative space, goods, and service, creates beautiful life experience, and becomes a cultural and creative platform with tourism value and experience sharing.

From cultural and creative points of view, this research intends to discuss the correlations between experiential marketing, service quality of Eslite Café and customer satisfaction as well as consumers' responses. With questionnaire survey, descriptive statistics, reliability & validity and factor analyses, independent samples t-test, one-way analysis of variance (ANOVA), correlation analysis, and regression analysis are preceded with SPSS. Total 259 copies of questionnaire are retrieved, where 249 copies are valid, with the retrieval rate 96.1%. The research results show significantly positive effects of experiential marketing on service quality, remarkably positive effects of experiential marketing on customer satisfaction, and notably positive relations between service quality and customer satisfaction. According to the research conclusion, suggestions are provided as the reference for businesses improving and promoting the service quality.

Keywords: Experiential Marketing, Service Quality, Customer Satisfaction, Cultural and Creative Industries, Eslite Café

#### Introduction

Taiwan and other countries stress a lot on the development of cultural and creative industries and positively

promote the planning. Since 2002, the development of cultural and creative industries was encouraged in various places in Taiwan and was listed in the key development plans in 2002, such as cultural and creative parks in coun-

ties and cities, the sustainable development of cultural and creative articles. Cultural and creative industries did not simply enhance national economic growth, facilitate industry transformation and upgrading, but also created higher added value in the marketing countries or cities. The output value and turnover of cultural and creative industries continuously grew in past five years. The turnover of cultural and creative industries in 2018 increased 5.22% more than it in 2017, which appeared the largest growth in past six years and was twice of GDP in the year. It revealed the great potential of the contribution of cultural and creative industries to national economy (Taiwan Ministry of Culture, 2019). Cultural and creative industries became one of important industries to promote economic growth rate and was listed as a key industry development in Taiwan to become the new direction as well as the important indicator of economy in Taiwan. Under the globally innovative economic development, the development towards cultural and creative industries was inevitable in Taiwan.

According to the statistics of Ministry of Economic Affairs (2019), food service in Taiwan exceeded 800 billion dollars in 2019, the annual turnover of food service in 2017~2019

showed the growth rate 3.7%, 5.4%, and 4.4%, respectively, and the total growth rate of turnover in past decade was 80.2%. The increasing scale of food service market was apparent. The number of businesses registered the termination in Department of Commerce, Ministry of Economic Affairs, increased from more than 5000 to more than 7000 in 2000~2019. Apparently, the competition in the large food service market became fierce. To cope with the environmental challenge and enhance competitive advantages, food service businesses have to focus on the innovation of product and service. It is one of the research motivations in this study.

Mr. Ching-yo Wu, the founder, established Eslite Corporation in 1989. With the basis of art bookstore and the frequent art and creation activities, the compound business concept was gradually formed. The first 24-hour bookstore in the world was established in 1999, which allowed people enjoying reading fun at any time. The free reading space and environment was created and further developed into multiple cultural fields to become a Chinese cultural and creative brand affirmed domestically and internationally. Eslite was appraised "Asia's Best" in TIME, selected as one of "Taiwan

Top Hundred Brands” of Ministry of Economic Affairs in cultural and creative service, and appraised as “World’s coolest bookstores” by CNN. Mr. Ching-yo Wu, the founder of Eslite, was praised “2012 The most popular person in finance – The most influential leader in Taiwan”, won “Design Leadership Award 2011” from Hong Kong Design Center (HKDC), and Taipei Culture Award. After the bookstore, Eslite moved toward multi-faceted management and expansion, including Eslite gallery, spectrum, cultural and creative life platform, forum, foundation for culture and arts, performance hall, art house, and hotel. Eslite expects to become a conscious enterprise providing societal value in culture, creativity, and lifestyle and continuously endeavors to spread aesthetics, meaning, and connection to help build a better tomorrow (Eslite official website).

The subsidiary “Eslite Spectrum Corporation” was established in 2010 and was listed on Taiwan’s OCT Exchange in 2013, which was regarded as the “omni-channel platform for creative commerce”, comprehensive platform for creative commerce, specialty foods (including Eslite Café, Eslite wine cellar, Eslite spectrum food service), and hotel business, to provide

cultural and creative space, goods, and service, create better life experience, and become the platform with tourism value and for talent innovation (Eslite official website).

Eslite Café is a restaurant under “Eslite Spectrum Corporation”. The seats in Eslite Café are next to the book area and the appearance is designed with wood and various plants for the green comfortable feeling. Streamlined wooden decoration matched with soft light creates the comfortable open space in the coffee shop, where Italian LAVAZZA, French HEDIARD, and local special tea drinks and healthy light food in Taiwan are offered.

Pine IIand Gilmore (1998) proposed that rational thinking and product function and benefits were no longer the considerations of consumer behavior in the experience economy time, instead, the contact and perception in the consumption process would be emphasized. In this case, current experiential marketing replaced traditional marketing and provided consumers with more reference and directions. Businesses had to design experiential marketing with different feelings for consumers’ participation to satisfy consumers’ real needs.

Schmitt (1999) considered that businesses offered and applied various experience media, e.g. advertisement, product package, and design, to achieve the objective of experiential marketing and create five different sensory experience forms and perception of consumers.

“Service quality”, a primary part in business management, would affect customer satisfaction. Researchers proposed various opinions about the definition of service quality. Garvin (1984) regarded service quality as individual subjective quality, rather than objective. Bitner (1990) pointed it out as customers’ repurchase behavior after the service. Parasuraman, Zeithaml, and Berry (1988) regarded service quality as consumers’ overall perception of the service after going through the service.

Service quality would affect the number of customers. Kotler (1997) considered satisfaction as individual sensory pleasure or discouragement, referring to the difference between individual perceived product effectiveness and personal expectation. Customer satisfaction described customers’ psychological responses and feeling after the consumption. Similarly, it reveals customers’ subject evaluation of

or satisfaction with Eslite Café.

A business not being able to provide satisfactory products or service would reduce the operating revenue as well as increase other expenditures, such as additional charges for developing new customers. It is expected to understand customers’ satisfaction with the service of coffee shops and the items which a coffee shop should make improvement by analyzing the correlation and effect of experiential marketing, service quality, and customer satisfaction of Eslite Café so as to perfect the shop and enhance the interaction with customers for the sustainable development.

## Literature Review

### *Experiential Marketing*

Pine II and Gilmore explained experience in 1998 as owners regarding service as a platform and goods as the tool to create memorable activity for consumers. Schmitt (1999) mentioned that experience was the accumulation of experience or knowledge or the directly observed cognition and feeling during activity and was generally not caused spontaneously. Schmitt (1999) considered that the marketing of experience was common, aiming to

create experience for consumers. Experiential marketing should integrate communication, language, visual recognition, product presentation type, product brand, and space climate to create distinct experience patterns for consumers. Such experience modules could be called strategic experiential modules (SEMs), covering five experience patterns of thinking, action, relation, sense, and feeling. McLuhan (2000) considered that everyone presented distinct perception of experience, and experience was resulted from the interaction between individual emotion and affairs. What customers currently expected and waited for was the promotion of brands which were obviously correlated to the lifestyle or could touch the mind and senses (Owens, 2000).

From above literature, enterprises should well apply advertisement to create plane or TV commercials of strategic experiential modules with different sense, thinking, action, and relation. It is important to match suitable experience media to succeed the experiential marketing strategy and stimulate consumers and further have consumers understand and agree with the product value to create more business opportunities.

### *Service Quality*

Levitt (1972) referred service quality to the service result matching and satisfying customers' initial expectation. Garvin (1984) defined service quality as consumers' subjective evaluation of products or service. Parasuraman, Zeithaml and Berry (1985) indicated that consumers being satisfied with the expectation before product purchase or consumer services after the service process could be an important reference for evaluating service quality. Bitner (1990) regarded service quality as consumers' repurchase intention after the consumption. Szmigin (1993) indicated that service quality contained hard quality, soft quality, and quality of result. Service provision method was generally referred to soft quality, consumers' received tangible service was hard quality, and quality of result referred to the consistency with consumers' expectation. Baril, Betancourt and Briggs (2007) proposed that visitors would measure service quality of a hotel with the offered service. Zaibaf, Taherikia and Fakharian (2013) mentioned that service presented certain degree of intangibility and was the activity planned by the service system; such activity aimed to solve customers' problems to enhance the service quality and pro-

mote customer satisfaction. Consumers would appear psychological cognition and attitude towards the experience after purchasing products or experiencing consumer services. When consumer expectation was the same as perceived service result, the service quality was evaluated as normal; when consumer expectation was less than perceived service result, good service quality was evaluated; and, bad service quality was measured when consumer expectation was higher than perceived service result.

### *Customer Satisfaction*

Customer satisfaction has been emphasized by enterprises, especially in service industry. Cardozo (1965) first proposed that customer satisfaction would increase the purchase behavior and the purchase of other products. Howard and Sheth (1969) first applied consumer theory to the research on satisfaction and considered consumer satisfaction as consumers' perceived product value after the purchase that consumers being satisfied after the transaction would appear higher consumer satisfaction to indirectly affect the successive repurchase or consumption. For this reason, the promotion of consumer satisfaction could reduce consumers' decision time

and enhance the repurchase intention.

Apparently, enterprises or business management of service industry should satisfy consumer needs. Parasuraman et al. (1988) and Pullman and Gross (2004) regarded consumer satisfaction as the consistency with service result; after consumers' expectation and actual service, consumers would form high satisfaction when the actual result was higher than expectation; on the contrary, lower satisfaction would be formed when actual result was higher than expectation. Anderson, Fornell and Lehmann (1994) divided consumer satisfaction into transaction specific and cumulative specific. Transaction specific indicated that consumers would have predicted expectation of service offered by an enterprise to limit the evaluation of products or service after specific purchase or consumption. Cumulative specific explained that consumers would accumulate the comprehensive evaluation of various service experiences or relevant information of the business and present certain attitude or predicted expectation of the future service. In this case, cumulative specific consumer satisfaction aimed at service experience after purchasing or consuming certain products to form total satisfaction evaluation along with time

and experience accumulation. Kotler (1997) regarded satisfaction as the emotional response to the expectation of product and the actual purchase. Kim, Park, and Jeong (2004) pointed out customers' satisfaction response as satisfaction.

Summing up the above literature, customer satisfaction is the comparison before and after customers' purchase. Customers would be dissatisfied when the purchase does not reach the previous expectation; on the contrary, the purchase exceeding the expectation would satisfy customers.

#### Research Hypotheses

(1) Correlation between experiential marketing and service quality.

Schembri and Sandberg (2002) proposed to discuss the result of customers' quality experience before understanding the content of service. The level of service quality would affect customers' perceived experience in products or service. Parasuraman, Zeithaml, and Berry (1988) considered service quality as consumers' perceived service after experiencing the service process. H1 is therefore proposed in this study.

H1: Experiential marketing presents

positive and significant effects on service quality.

(2) Correlation between experiential marketing and customer satisfaction.

Schmitt (1999) indicated that experiential marketing could provide distinct perception of consumption experience to enhance customer satisfaction. Petrick, Morais and Norman (2001) considered that experience created by businesses would affect customer satisfaction. It is therefore assumed in H2 that:

H2: Experiential marketing shows positive effects on customer satisfaction.

(3) Correlation between service quality and customer satisfaction.

Woodside, Frey and Daly (1989) indicated that good service quality would result in high satisfaction and service quality showed positive correlations with satisfaction. Satisfaction was affected by various factors, such as individual perception, product and service quality, price, and consumption situation (Zeithaml & Binter, 1996). Cronin and Taylor (1992) and Baker and Crompton (2000) pointed out the higher service quality, the higher customer satisfaction, loyalty, and repurchase intention. H3 is therefore pro-

posed in this study.

H3: Service quality reveals positive effects on customer satisfaction.

Definition of research dimension and design of research method.

#### 1. Definition of research dimension

##### (1) Experiential marketing scale

Referring to five dimensions of experiential marketing strategies proposed by Schmitt (1999), the experiential marketing scale with 18 items is designed in this study.

##### (2) Service quality scale

Referring to Parasuraman et al. (1988), service quality contains tangibility, reliability, responsiveness, assurance, and empathy in this study and 20 items are design for the service quality scale.

##### (3) Customer satisfaction scale

Czepiel and Rosenberg (1976) pointed out satisfaction as the sum of consumers' subjective opinions about products or service. Day (1977) measured satisfaction with a single product to further understand customers' feeling before and after using products. Fornell (1992) considered that the measurement of consumer satisfaction should cover

ideal product and quality, expectation consistency, and overall satisfaction of consumers. Handy and Pfaff (1975) regarded consumers' "overall satisfaction" after the entire service as the best way to measure consumer satisfaction. For this reason, the single overall satisfaction is measured in this study.

#### 2. Sample analysis object and data collection

Customers of Eslite Café are surveyed through the online questionnaire platform SurveyCake. SurveyCake transmits questions to respondents through Line or direct scanning of QR Code. Total 259 copies of questionnaire are collected. After removing 10 invalid copies, 249 copies are valid, with the retrieval rate 96.1 %.

#### 3. Questionnaire design

The questionnaire is divided into four parts of experiential marketing, service quality, customer satisfaction, and respondents' basic data. The questions are designed based on relevant research. Likert 5-point scale is applied to evaluate the items.

#### 4. Data analysis method

All retrieved valid copies of questionnaire are analyzed the basic data, including gender, age, education, marital status, average monthly income, aver-

age monthly consumption times in Es-lite Café, and average consumption amount each time and preceded time distribution and percentage to understand the distribution of respondents' background. The analysis tools contain descriptive statistics, reliability & validity and factor analysis, independent samples t-test, one-way analysis of variance (ANOVA), correlation analysis, and regression analysis.

#### 5. Reliability, validity, and factor analysis

Reliability analysis reveals the analysis stability and measure the consistency of same affairs of the measurement result; the higher consistency shows the higher reliability. DeVellis (1991) suggested the general standard being  $\alpha > 0.7$ . Factor analysis is used in this study for the verification. Bartlett's sphericity test and Kaiser-Meyer-Olkin measure of sampling adequacy are first utilized for observing the appropriateness for factor analysis. Bartlett's sphericity test p close to 0 reveals that the samples are suitable for factor analysis. According to the standard of Kaiser (1960), KMO smaller than 0.5 is not suitable for factor analysis, while KMO higher than 0.60 is appropriate for factor analysis.

#### 6. Independent samples t-test

analysis and one-way analysis of variance (ANOVA)

Independent samples t-test aims to test the significant difference between two sample groups, and one-way analysis of variance is applied to test the significant difference in the mean among three or more than three sample groups. When there is significant difference (P-value < 0.05 in F test), Scheffe method is used for the posteriori comparison of POST HOC.

#### 7. Correlation analysis and regression analysis

Correlation analysis and regression analysis are utilized in this study for discussing the effects of experiential marketing on service quality and customer satisfaction. The collinearity is also judged as the basic analysis for successive regression analysis and hypothesis testing.

### Research Result and Analysis

#### *Descriptive Statistics Analysis*

A total 249 valid copies of questionnaire are retrieved in this study, where female customers (133), about 53.4%, appear more than male ones (116), about 46.6%. Most respondents (82) are aged 41-50, about 32.9%, followed by 77 customers aged 51-60,

about 30.9%, 33 customers aged 31-40, about 13.3%, 28 customers aged 21-30, about 11.2%, 19 customers aged above 61, about 7.6%, and the least 10 customers aged under 20 years old, about 4%. Most customers (148) present the education of university (including college), about 59.4%, followed by 57 respondents with the education above graduate school, about 22.9%, and 44 respondents with the education below high (vocational) school, about 17.7%. Regarding marital status, 160 respondents are married, about 64.3%, and 87 respondents are single, about 34.9%. Most respondents (88) show the average monthly income more than 50,001 dollars, about 35.3%, followed by 63 respondents with 30,001-40,000 dollars, about 25.3%, 51 respondents less than 30,000 dollars, about 20.5%, and the least 47 respondents with 40,001-50,000 dollars, about 18.9%. In regard to the average monthly consumption times in Eslite Café, most respondents (124) visit 1-2 times, about 49.8%, followed by others (68), about 27.3%, 3-4 times (42), about 16.9%, 5-6 times (12) about 4.8%, and more than 7 times (3), about 1.2%. The average consumption amount each time appears the most on less than 500 dollars (150 respondents), about 60.2%, followed by 501-1,000 dollars (75), about 30.1%, 1,001-2,000 dollars (20), about

8%, and more than 2,001 dollars (4), about 1.6%.

### *Reliability & Validity And Factor Analysis*

The questionnaire analysis results show the Cronbach's  $\alpha$  of experiential marketing (18 items), service quality (20 items), and customer satisfaction (7 items) 0.951, 0.969, and 0.936, respectively. The Cronbach's  $\alpha$  of experiential marketing, service quality, and customer satisfaction appears in 0.936~0.969, above 0.9, the reliability of dimensions appears in 0.791~0.925, with the Cronbach's  $\alpha$  above 0.7, and the overall reliability is 0.982, revealing good internal consistency and high reliability of the scale. Cronbach's  $\alpha$  is regarded as the reliability analysis test result, where Cronbach's  $\alpha$  of experiential marketing and customer satisfaction shows 0.951 and 0.936, respectively. The Cronbach's  $\alpha$  of experiential marketing, service quality, and customer satisfaction appears in 0.936~0.969, above 0.9, the reliability of dimensions appears in 0.791~0.925, above 0.7, and the overall reliability is 0.982, revealing good internal consistency and high reliability of the scale. The construct validity of dimensions appears in 0.921~0.969, higher than 0.6, showing medium and high validity

of the dimensions.

The Bartlett's sphericity test results show the chi-square 10974.812 ( $p=0.000<0.0001$ ), achieving the significance, revealing the common factor in the correlation matrix of population; besides,  $KMO=0.966>0.6$  is suitable for factor analysis.

Regarding the variables of experiential marketing, the factor loadings of sensory experience and emotional experience appear 0.623~0.667 and 0.658~0.724, respectively. The factor loadings of thinking experience, action

experience, and relational experience appear in 0.670~0.712, 0.657~0.735, and 0.616~0.680, respectively. The factor loading of tangibility in service quality appears in 0.617~0.758, and the factor loadings of reliability, responsiveness, assurance, and empathy appear in 0.634~0.715, 0.755~0.811, 0.668~0.732, and 0.671~0.746, respectively. The factor loading of customer satisfaction appears in 0.647~0.793. Above factor loadings are higher than 0.6 that all items are remained. The variance analysis of variables to dimensions is shown in Table 1.

Table 1. Variance analysis of demographic variable in various variables

Demographic variable	Variable	Test result
gender	experiential marketing	no significant difference
	sensory, emotional, thinking, action, relational	no significant difference
	service quality	no significant difference
	tangibility, reliability, responsiveness, assurance, empathy	no significant difference
	customer satisfaction	no significant difference
marital status	experiential marketing	significant difference
	sensory, emotional, thinking, action	no significant difference
	relational	significant difference
	service quality	no significant difference
	tangibility, reliability, responsive-	no significant difference

	ness, assurance, empathy	
	customer satisfaction	no significant difference
age	experiential marketing	significant difference (aged above 61 > age under 20 and age 21-30)
	sensory	significant difference (age 31-40>aged under 20, aged above 61 > age under 20 and aged 21-30)
	emotional	significant difference (age above 61>age under 20)
	thinking	significant difference (age above 61>age under 20 and age 21-30)
	action and relational	significant difference (age above 61>age 21-30)
	service quality	significant difference (no significant emphasis in scheffe method)
	tangibility	significant difference (age above 61>age 21-30)
	reliability, responsiveness, assurance, empathy	significant difference (no significant emphasis in scheffe method)
	customer satisfaction	significant difference (no significant emphasis in scheffe method)
education	experiential marketing	no significant difference
	sensory, emotional, thinking, action	no significant difference
	relational	significant difference (under high (vocational) school>graduate school)
	service quality	no significant difference

	tangibility, reliability, responsiveness, assurance, empathy	no significant difference
	customer satisfaction	no significant difference
average monthly income	experiential marketing	no significant difference
	sensory, emotional, thinking, action, relational	no significant difference
	service quality	no significant difference
	tangibility, reliability, responsiveness, assurance, empathy	no significant difference
	customer satisfaction	no significant difference
average monthly consumption times in Es-lite Café	experiential marketing	no significant difference
	sensory, emotional, thinking, relational	no significant difference
	action	significant difference (no significant emphasis in scheffe method)
	service quality	no significant difference
	tangibility, reliability, responsiveness, assurance, empathy	no significant difference
	customer satisfaction	no significant difference
average consumption amount each time	experiential marketing	significant difference (1,001-2,000 dollars) higher than (less than 500 dollars) and (501-1,000 dollars)
	sensory, emotional	significant difference (1,001-2,000 dollars) higher than (501-1,000 dollars)
	thinking, action, relational	significant difference (no significant emphasis in scheffe method)
	service quality	significant difference (1,001-2,000 dollars) higher than (501-1,000 dollars)
	tangibility, empathy	significant difference

		(1,001-2,000 dollars) higher than (501-1,000 dollars) and (more than 2,000 dollars)
	reliability, responsiveness	no significant difference
	assurance	significant difference (no significant emphasis in scheffe method)
	customer satisfaction	significant difference (no significant emphasis in scheffe method)

### Correlation Analysis

Person's correlation coefficient is used in this study for discussing the correlations among experiential marketing, service quality, and customer satisfaction, aiming to study the relations. Table 2 reveals remarkable correlations among experiential marketing, service quality, and customer satisfaction. The correlation coefficient between experiential marketing and service quality is 0.866, with the significance  $0.000 < 0.05$ , showing notably positive correlations. It reveals that coffee shop customers with higher perceived experiential marketing would have higher perceived service quality. The correlation coefficient between experiential marketing and customer

satisfaction is 0.854, with the significance  $0.000 < 0.05$ , revealing significantly positive correlations. It stands for the higher perceived experiential marketing, the higher customer satisfaction of coffee shop customers. The correlation coefficient between service quality and customer satisfaction appears 0.915, with the significance  $0.000 < 0.05$ . It shows high correlations between service quality and customer satisfaction and the higher perceived service quality of customers, the higher customer satisfaction. In other words, experiential marketing and service quality, experiential marketing and customer satisfaction, and service quality present effects on customer satisfaction, with correlations, where service quality appears the higher correlation with customer satisfaction.

Table 2. Correlation Coefficients

Variables		experiential marketing	service quality	customer satisfaction
experiential marketing	Pearson's correlation	1	.866**	.854**
	significance (two-tailed)		.000	.000
	N	249	249	249
service quality	Pearson's correlation	.866**	1	.915**
	significance (two-tailed)	.000		.000
	N	249	249	249
customer satisfaction	Pearson's correlation	.854**	.915**	1
	significance (two-tailed)	.000	.000	
	N	249	249	249

\*\* . The correlation on 0.01 is significance (two-tailed).

### Regression Analysis

Table 3. Regression Analysis Coefficients

model	non-standardized coefficient		standardized coefficient	t	significance
	B	standard error	B		
1	.158	1.603		1.603	.110
2	.241	5.004	.245	5.004	.000
3	.722	14.330	.702	14.330	.000
R=0.923a R Square=0.852 Adj Square=0.851					

a. dependent variable: customer satisfaction\_AVG

Regression analysis is used for testing the remarkable and positive effects of experiential marketing on service quality, experiential marketing on customer satisfaction, and service quality on customer satisfaction, and proving H1, H2, and H3. Table 3 reveals obvious correlations between experiential marketing, service quality and customer satisfaction.

(1) The standardized regression coefficient of experiential marketing to customer satisfaction appears 0.245, with the significance  $0.000 < 0.05$ . It reaches the significance and reveals the positive causal relationship. The result supports the remarkable effect of experiential marketing on customer satisfaction that respondents with higher perceived experiential marketing would present higher customer satisfaction.

(2) The standardized regression coefficient of service quality to customer satisfaction appears 0.702, with the significance  $0.000 < 0.05$ . It achieves the significance and shows the positive causal relationship. The result supports the notable effect of service quality on customer satisfaction that respondents with higher perceived service quality would enhance customer satisfaction. Service quality (0.702) appears higher

than experiential marketing (0.245) that service quality shows higher effects on customer satisfaction and experiential marketing appears smaller effects on customer satisfaction (0.245).

(3) R square, an independent variable, could explain the variance of dependent variables. When there are two independent variables, adjusted R square is the comparably conservative estimate that experiential marketing and service quality could co-explain 85.1% covariance of customer satisfaction.

#### Conclusion and Suggestions

The questionnaire survey results reveal that most respondents are females, aged 41-50, followed by age 51-60, and the education of university (college). It shows that most respondents show high education, most respondents are married, most customers have the average monthly income more than 50,001 dollars, averagely consume in Eslite Café 1-2 times per month, and average spend less than 500 dollars each time. It is suggested that Eslite Café could reinforce the promotion by adjusting the marketing strategies to enhance the number of consumption time and consumption amount of customers.

Cronbach's  $\alpha$  is used for testing the reliability of factors. The overall reliability Cronbach's  $\alpha$  of 45 items appears 0.982, with high reliability. The reliability Cronbach's  $\alpha$  of experiential marketing 0.951 presents high internal consistency. The Cronbach's  $\alpha$  of thinking experience appears the highest 0.888. Sensory experience in experiential marketing reveals that customers would pay attention to the sound of music played in the shop. Kind and friendly attitudes of coffee shop service staff and pleasant environment are mostly emphasized in emotional experience. The comfort and easy in the coffee shop consumption process is the most emphasis in thinking experience. In action experience, activities held by the coffee shop would enhance consumers' willingness to purchase various cultural and creative goods promoted in the coffee shop and share the experience in the coffee shop. Regarding relational experience, the visit of stars or famous people is the major attraction of visiting the coffee shop.

The reliability Cronbach's  $\alpha$  of service quality 0.969 shows high internal consistency. The Cronbach's  $\alpha$  of responsiveness appears the highest 0.925 on reliability, and comfortable dining atmosphere created by the light

in Eslite Café is the most emphasized tangibility in service quality. The systematic service process of the coffee shop, the provision of comfortable and safe dining environment, and the high stability of dining quality are mostly emphasized, in terms of reliability. Regarding responsiveness, service staff being glad to help consumers is mostly emphasized. Eslite Café being able to provide diverse choices of food and drinks and the dining atmosphere achieving the mind exchange are the most emphases in assurance. In regard to empathy, music in the coffee shop could create pleasant dining climate, and Eslite Café provides friendly arts space.

Customer satisfaction shows the reliability Cronbach's  $\alpha$  0.936, with high internal consistency, where reasonable product price is the most satisfaction of customers. The environment of the coffee shop is also satisfactory, while choosing to consume in Eslite Café as the smart decision appears the least agreement.

The research discovers that consumers generally stress on environment & climate, comfortable and free space, service staff's attitude, as well as comfortable and safe dining environment and quality to which the

business should pay attention and remain.

According to Person correlation analysis to understand the significant correlations, the results show remarkable correlations among experiential marketing, service quality, and customer satisfaction.

1. Correlations between experiential marketing and service quality: Experiential marketing presents notable and positive correlations with service quality, with the correlation coefficient 0.866. The significance  $<0.05$  shows high correlations that customers would perceive higher service quality when the coffee shop displays perfect experiential marketing strategies.

2. Correlations between experiential marketing and customer satisfaction: Experiential marketing shows significant and positive correlations with customer satisfaction, with the correlation coefficient 0.854. The significance  $<0.05$  reveals high correlations that the higher perceived experiential marketing, the higher customer satisfaction.

3. Correlations between service quality and customer satisfaction: Service quality appears remarkable and positive correlations with customer satis-

faction, with the correlation coefficient 0.915. The significance  $<0.05$  shows high correlations. The analysis reveals that, when the coffee shop enhances the service quality, customers would perceive higher satisfaction with higher customer satisfaction. Service quality shows the highest correlations with customer satisfaction. It is suggested that Eslite Café should reinforce the service quality to enhance customer satisfaction, e.g. training of service staff to immediately and effectively solve complaints, employees' positive and active service, active attention to customers' dining, timely request for needs, shortening of customers' waiting time, keeping smile and friendly attitude, timely promoting new products for the freshness, ensuring the freshness of product, safety and health in the shop, maintaining comfortable climate of the restaurant, and appropriately playing music.

Using regression analysis for the effects of experiential marketing, service quality, and customer satisfaction, there are obvious correlations among the three, and the hypotheses are supported. The effect of experiential marketing on customer satisfaction achieves the significance, with remarkable positive effects, revealing that the coffee shop customers with

deeper perception of overall experience would enhance the satisfaction. Service quality notably affects customer satisfaction, with positive effects, showing that the coffee shop customers with higher identity to the service quality would enhance the customer satisfaction. The effect of service quality on customer satisfaction is higher than it of experiential marketing that service quality should be reinforced for customer satisfaction.

In the discussions of experiential marketing, service quality, and customer satisfaction of Eslite Café, the results could be an important reference for the development and profit making of Eslite Café as well as the sustainable development to satisfy customers. Cultural and creative coffee industry could promote the visibility and establish good word-of-mouth by well applying marketing management, such as online community and aesthetics design in the shop. Consumers appearing positive emotion through experience would trust the brand and present high satisfaction. In other words, they would trust and feel good about Eslite, leave good memories, and enhance the customer loyalty to the brand. Customers with enhancing positive emotions of pleasure and happiness of the brand would share the satisfactory

feeling and experience with friends. Eslite café could develop potential customers and rapidly increase benefits. Large amount of data analyses are used in this study for more precisely predicting consumer behaviors, providing reference close to customer needs and being able to enhance service for experience marketing to have customers satisfy with the brand. In the approach of artificial intelligence time, innovative business model would result in high-quality service process to have customers enjoy brand-new consumer experience. Moreover, digital design innovates art aesthetics and emotional design, which could be broadly applied to Eslite Café, with business management and advertising strategies, to promote the future prospects of Eslite café.

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