



THE ANALYSIS OF SERVICE QUALITY, SATISFACTION AND
REVISIT INTENTION TAKING YILAN GREEN EXPO
AS AN EXAMPLE

Chuan-Hsiao Han (Primary Author)

Department of Health and Creative Vegetarian Science, Fo Guang University
chhan@mail.fgu.edu.tw

Chien-Wei Shih

Department of Health and Creative Vegetarian Science, Fo Guang University
cwsh@mail.fgu.edu.tw

Li-yang Lin

Jun Yang Trading Company
Y0983727287@yahoo.com.tw

Abstract

Yilan Green Expo, founded by Yilan County Government in 2000, is the first large-scale festival curatorial activity focusing on ecological conservation and environmental education in Taiwan. With the consecutive emergence of festivals with agriculture as the curatorial theme, the competition within the tourism, leisure, and recreation industry is increasing day by day. How to attract people for recreation and meet the demand for tourism and leisure is the first challenge that Yilan Green Expo needs to break through in its 20th year.

In this study, the tourists of the 2021 Yilan Green Expo were taken as the subjects, and the differences and influences of "tourist attributes" on "service quality", "satisfaction" and "revisit intention" were analyzed. The questionnaire survey was conducted by purposive sampling. A total of 320 questionnaires were distributed and 301 valid questionnaires were recovered, with an effective recovery rate of 94.06%.

According to the questionnaire survey, there were some significant differences between "tourist attributes" and "service quality", "satisfaction" and "revisit intention". The correlation analysis showed that there was a significant positive correlation between "service quality", "satisfaction" and "revisit intention"; among the variables of "service quality", the correlation coefficient between "empathy" and "satisfaction" was the highest; among the variables of "satisfaction", the correlation coefficient between "personnel service" and "revisit intention" was the highest; among the variables of "service quality", the correlation coefficient between "empathy" and "revisit intention" was the highest. In this study, based on the results of the questionnaire survey, a conclusion was drawn and suggestions were put forward for reference in relevant management marketing and strategic operation.

Key Words: Yilan Green Expo; Service quality; Satisfaction; Revisit intention; Expo Marketing strategy

Introduction

Yilan Green Expo, founded by Yilan County Government in 2000, is the first activity in Taiwan with the curating theme focusing on ecological conservation and environmental education. With the consecutive emergence of festivals with agriculture as the curatorial theme, the competition within the tourism, leisure, and recreation industry is increasing day by day. How to separate markets and increase competitiveness becomes an important subject for the sustainable tourism development of the Yilan Green Expo in its 20th year. The purpose of this study was to explore how to improve the service quality and satisfaction of tourism according to tourist attrib-

utes, so as to enhance tourists' high revisit intention and to measure and sum up the correlation. The research results provided a reference for the government and relevant units to manage and formulate market segment strategies.

Literature Review

Service Quality

Service has four characteristics including intangibility, perishable, heterogeneity, and indivisibility. Consumers' perception of the service experience will affect the service quality. Sasser, Olsen, and Wyckoff (1978) put forward that the service quality not only covers how to provide service but also includes

the final result of the service process. Gronroos (1982) argued that during consumers' service experience because the output and consumption of the service are inseparable, consumers will compare the service and feeling they receive when they purchase goods in the transaction interaction, which results in perceived service quality. (Hsu and Chen, 2001) believed that if consumers' service acceptance of practical experience is greater than the preset expected service, they will be satisfied with their perception, and the greater the gap between them, they will believe that the service quality is perfect. According to the theoretical arguments of experts and scholars, service quality is defined as the part that exceeds consumers' inner expectations, which is widely accepted and adopted.

Service quality covers many aspects, with diversified measurement dimensions, which should not and cannot be judged only by a certain variable or dimension. According to literature compilation, experts and scholars often argue about service quality with reference to the "SERVQUAL" scale constructed by "PZB service quality conceptual model", which is a widely used measurement method in

academic research. In this study, based on the "SERVQUAL" scale, reliability variables, reactivity variables, assurance variables, tangible variables, and empathy variables were designed as the measurement variables of service quality.

Satisfaction

Satisfaction is the emotional transformation of consumers after their service experience, which will vary with factors such as time, field, and situation; it is affected by the impact of the difference between "expected service level" and "actual service level" on consumers; it is the rational and perceptual perception status produced during the evaluation after consumers' consumption behaviors. Cardozo (1965) took the lead in introducing the concept of tourist satisfaction into marketing and believed that satisfaction is the dissatisfied reaction when consumers feel the difference between commodity results and consumers' expectations. Howard and Sheth (1969) argued that satisfaction means that whether the feelings of pay and actual return can meet expectations, that is whether the consumers' pay for the purchased goods and their return can satisfy their psychological expectations. Schreyer and Roggen-

buck (1978) put forward the difference theory, which holds that the measure of satisfaction is determined by the difference between tourists' practical feelings and preset expectations. Overall satisfaction is judged by summing up differences in the current situation at all levels. Yeung (2002) believed that customer satisfaction is an evaluation of consumers' expectations, which is conceptualized as the threshold of consumers' satisfaction with services. Hsieh (2003) believed that tourism satisfaction is the result of the comparison between tourists' preset expectations before tourism and their actual experiences after tourism. Chen and Ho (2005) argued that tourism satisfaction is the rational and emotional transformation after the interaction between individuals and destinations; the satisfaction or overall evaluation of tourists comes from the overall perception after experiencing the leisure trip. Satisfaction is an important evaluation by consumers on whether the goods or services can meet their expected demands (Lynn, 2015). Satisfaction is defined as the impact of the difference between "expected service level" and "actual service level" on consumers, which is the definition summarized in this study.

Experts believed that the correct measurement of satisfaction can understand whether consumers are satisfied with the services or goods provided; satisfaction can be used as an important feedback system when an organization formulates its marketing strategy and to check the performance of its overall marketing strategy. Pan (2012) introduced the customer satisfaction scale to study the operational definition, including three variables: service personnel (service attitude, efficiency, and professional capability), environmental facilities (hardware facilities, surrounding facilities, and venue environment), and satisfaction with price and promotion (product, price, access, and promotion). Lin, Lee, Chen, and Chen (2014) believed that tourist satisfaction is the tourists' overall psychological and emotional status obtained from their interactive experience with equipment in the recreational environment, services, and activities during recreation. Yeh, Pai, and Tang (2015) argued about the tourists' tourism motivation and the impact of tourism satisfaction on revisit intention and summarized tourism satisfaction variables into tourism environment, service quality, hardware facilities, and overall satisfaction. In this study, "personnel service", "environmental service"

and "overall service" were used as satisfaction measurement variables.

Revisit Intention

Revisit intention is the consumers' willingness to come and visit again. Kozak and Rimmington (2000) believed that tourists' revisit due to their satisfaction with the destination is extremely important for the marketing strategy of the operators of tourist destinations. Baker and Crompton (2000) interpreted the revisit intention as the tourists' behavior intention to visit the previous tourist destination again. Hsueh (2015) believed that revisit intention means that tourists positively evaluate and generate loyalty to the destination after the end of the tourism, and are willing to revisit the same tourist destination one or more times in the future, or are willing to recommend and share.

The research theory and discussion on the revisit intention include the intention to re-purchase and consume at the attitude level, the intention to re-purchase at the behavior level, and the behavior of purchasing the product and intending to recommend the tour to others. Chen (2006) studied and analyzed whether they intend to revisit and whether they

recommend the tourism to others as variables to measure their revisit intention. Chang and Huang (2009) put forward that the tourists' revisit rate is an important indicator for the tourism destination and the tourism leisure industry to check the attractiveness and successful management. It can be regarded as the re-purchase intention as a result of the marketing of goods and services, and the tourists' intention to return to this tourist destination again after experiencing and tourism attempt. There is a close correlation between revisit intention and tourism satisfaction. Lin (2003) believed that tourist satisfaction with the journey will lead to revisiting intention and behavior and recommendation to others. Recreational areas are also favored by other tourists due to tourists' recommendations and publicity. Dodds, Monroe, and Grewal (1991) put forward the following specific points in the questionnaire of revisit or re-purchase: (1) the possibility that the subjects will go to tourism and conduct consumption in the future; (2) the possibility of making recommendations to others; (3) the possibility of giving priority to go to tourism and conduct consumption during decision-making. Lin (2016) believed that revisit intention refers to the behaviors that tourists plan to have on the destina-

tion after the end of tourism, which may be the revisit intention, recommendation intention, or behaviors such as actively encouraging others. Tsai (2018) argued that KANO mode could be used to explore two-dimensional service quality elements and revisit intention of tourist destinations, and there were four measurement variables: intention to recommend relatives and friends to visit, introduction to advantages towards others, revisit intention not affected by increased ticket price, and consideration to revisit.

Based on the above-mentioned literature arguments and theoretical studies, in this study, the "willingness to visit again", "participation in the trip", "priority to consideration", and "recommendation intention" were used to measure tourists' "revisit intention". Considering the appropriateness of the questionnaire, "revisit intention"-related items for the 2021 Yilan Green Expo were developed.

Method

Regional Location

Wu Lao Mountain Stream is located at the intersection of Su'ao Township and Dongshan Township,

with a total area of approximately 400 hectares and a developed area of 70 hectares. It has diversified characteristic fields and rich ecology, which can be used as the most suitable study area for environmental education.

Yilan Green Expo

Yilan Green Expo focuses on education and learning first, and takes concept promotion and practice as important tasks, environment and ecology as the core of curatorial activities, and "green" as the theme of arguments. With the four demands of "tourism, ecology, education and environmental protection", Yilan's unique experience of "agriculture, forestry, mining, fishery, animal husbandry, ecology, and environmental protection" is displayed in combination with the natural environment. Tourists are enabled to learn from the friendly environment in games and entertainment, and to understand the natural ecology in leisure tourism. Yilan Green Expo implements arguments such as ecological conservation and environmental friendliness in life and provides tourists with perfect and comfortable environmental service quality. It conveys the value of quality life, ecological balance, organic

Table 1. Scale of "Tourist Attributes" - Dimension Variables

Dimension	Item	Options	Scale of measure
Tourist attributes	Gender	(1)male; (2)female	Nominal scale
	Age	(1) Below 20 years old (2) 20-30 years old (3) 31-40 years old (4) 41-50 years old (5) 51-60 years old (6) Above 61 years old	Ordinal scale
	Place of residence	(1) North (2) Middle (3) South (4) East (5) Outlying island (6) Others ____	Nominal scale
	Travel companion	(1) Oneself (2) Family members and relatives (3) Friends (4) Colleagues (5) Classmates (6) Tourism organizations	Nominal scale
	Transportation tool	(1) Walking (2) Cycling (3) Driving (4) Mass Transportation (5) Touring Cars (6) Others ____	Nominal scale
	Transportation time	(1) Within 1 hour (2) 1-2 hours (3) 2-4 hours (4) More than 4 hours	Ordinal scale
	Tourism information	<input type="checkbox"/> Media reports and advertising media <input type="checkbox"/> Recommended by relatives and friends <input type="checkbox"/> Publicity leaflet <input type="checkbox"/> Internet promotion or introduction <input type="checkbox"/> Search engine	Nominal scale
	Tourism mode	(1) Garden manual (2) Guideline moving line indicators (3) Recommended by guides and interpreters (4) Walk around at will	Nominal scale
	Stay time	(1) Within 2 hours (2) 2-4 hours (3) 4-6 hours (4) 6-8 hours (5) More than 8 hours	Ordinal scale

Source: Compiled by this study

production, and sustainable life. The expectation to enlighten tourists to re-think the relationship between nature and life and to promote the industrial transformation and upgrading through festival curatorial activities is the most

unique and different activity purpose and characteristics of Yilan Green Expo.

Research architecture diagram

The research framework is shown in Figure 1.

Research Hypotheses

According to the research purpose and framework of this study, the following hypotheses are put forward as the research hypotheses of this study.

H1: There is a significant positive correlation between tourist attributes and tourism service quality.

H2: There is a significant positive correlation between tourist attributes and tourist satisfaction.

H3: There is a significant positive correlation between tourist attributes and revisit intention.

H4: There is a significant positive correlation between tourism service quality and tourist satisfaction.

H5: There is a significant positive correlation between tourism service quality and revisit intention.

H6: There is a significant positive correlation between tourist satisfaction and revisit intention.

Research Design

The assessment dimensions of analysis, measurement, and exploration in this study are as follows:

(1) Variable scale of "tourist attributes" dimension: There are nine variables regarding basic tourist information and tourist characteristics, including "gender variable", "age variable", "place of residence variable", "travel companion variable", "transportation tool variable", "transportation time variable", "tourism information variable", "tourism mode variable", and "stay time variable", which are completed by checking the answer in single-choice questions. Through these variables, the relevant information and back-

ground characteristics of the subjects can be understood, which can be used as the variable data of the demographic "tourist attributes" in this study. As shown in Table 1.

(2) The "service quality" scale is a scale of "service quality" related items for the 2021 Yilan Green Expo, which was developed by taking five variables for measuring service quality in the "SERVQUAL" scale argued by Parasuraman, Zeithaml, and Berry (1988) as the measurement model, as shown in Table 2.

Table 2. Scale of "Service Quality"-Dimension Items

Variable	Item	Scale
Reliability	1. Tour guides always keep a polite and thoughtful attitude to serve.	Likert 5-point scale was used to measure the tourists' perception of service quality, ranging from 5 (strongly disagree) to 1 (strongly agree) (ordinal scale)
	2. The attitude of tour guides is reliable.	
	3. Tour guides have professional knowledge and can answer questions correctly.	
	4. Tourists feel at ease in the park of the 2021 Yilan Green Expo.	
Reactivity	5. Tour guides have good adaptability.	
	6. Tour guides will actively serve or help tourists.	
	7. The tour guides can really provide the promised service content.	
	8. When tourists are in difficulty, the tour guides will give care and assistance.	
Guarantee	9. Tour guides provide tourists with detailed park service descriptions.	
	10. Tour guides can provide services in conformity with tourists' expectations.	
	11. Tour guides are willing to listen and give correct information.	

	12. Tour guides are able to provide immediate services even under their busy schedule.	
Tangibility	13. The Tourist Service Center provides information about the activities in the park.	
	14. The activities and facilities in the park have the lowest impact on the environment.	
	15. There are enough parking spaces in the parking lot to facilitate parking.	
	16. Tour guides dress neatly and properly and are easy to identify.	
Empathy	17. Tour guides can actively understand the needs of tourists.	
	18. Tour guides can actively understand the special needs of tourists and provide services.	
	19. Tour guides can give personal care to different tourists.	
	20. The opening hours of the park meet the needs of tourists.	

Source: Compiled by this study

Table 3. Scale of "Satisfaction"-Dimension Items

Variable	Item	Scale
Staff service	1. Tour guides have sufficient professional knowledge and interpretation capability and can be competent for their job satisfaction in serving tourists.	Likert 5-point scale was used to measure the tourists' satisfaction, ranging from 5 (very satisfied) to 1 (very dissatisfied) (ordinal scale)
	2. Tour guides interact well with tourists.	
	3. Tour guides can quickly provide the services needed by tourists.	
	4. Tour guides can help tourists have a deeper understanding of the 2021 Yilan Green Expo.	
Environmental service	5. Overall satisfaction with commentary facilities of the 2021 Yilan Green Expo.	
	6. Satisfaction with the planning of the parking space of the 2021 Yilan Green Expo.	
	7. Satisfaction with the shuttle bus service in the park of the 2021 Yilan Green Expo.	
	8. Satisfaction with the planning of the exhibition hall of the 2021 Yilan Green Expo.	
Overall service	9. Satisfaction with the convenience of mass transportation in the 2021 Yilan Green Expo.	

	10. Satisfaction with safety measures of the 2021 Yilan Green Expo.	
	11. Satisfaction with the planning of visiting moving lines of the 2021 Yilan Green Expo.	
	12. Satisfaction with the overall environmental cleanliness of the 2021 Yilan Green Expo.	

Source: Compiled by this study

Table 4. Scale of "Revisit Intention"-Dimension Items

Construct	Item	Scale
Revisit intention	1. I will continue to visit Yilan Green Expo.	Likert 5-point scale was used to measure the tourists' revisit intention, ranging from 5 (very likely) to 1 (very unlikely) (ordinal scale)
	2. I will be willing to participate in the trip to the Yilan Green Expo.	
	3. I will give priority to Yilan Green Expo in the future.	
	4. I would like to recommend friends and family to Yilan Green Expo.	

Source: Compiled by this study

(3) The "satisfaction" scale is a scale of "satisfaction"-related items for the 2021 Yilan Green Expo, which was developed based on literature arguments and theoretical studies that customer satisfaction can be regarded as a long-term overall assessment. As shown in Table 3.

(4) There are four items in the scale of "revisit intention"-dimension in this study. As shown in Table 4.

Questionnaire design and sampling method

The development process of the

questionnaire used in this study is shown in Figure 2.

The relevant data of this study were collected by the purposive sampling questionnaire. For the convenience of tourists, the questionnaire was closed and presented by checking the required options. The questionnaire was designed according to the research purpose and relevant variables collected from literature. It was compiled and integrated after consulting the opinions of experts and scholars. After pre-test and reliability and validity analysis, the questionnaire was revised into a formal questionnaire,

and then the formal questionnaire was distributed for testing.

Reliability Analysis

"Reliability" refers to the availability, stability and consistency of the data in the results of a test. Cronbach's α reliability coefficient method was used in this study. Cronbach's α value is between 0 and 1, which represents high reliability when it is higher than 0.7 and represents low reliability when it is lower than 0.35.

(1) Service quality:

Cronbach's α value of the total service quality scale was 0.965. Cronbach's α value of each variable was measured as follows: The α value of reliability was 0.874; the α value of reactivity was 0.937; the α value of guarantee was 0.934; the α value of tangible was 0.746; and the α value of

empathy was 0.902. According to the results, Cronbach's α value of each variable of service quality was greater than 0.7, which represented high reliability.

(2) Satisfaction:

Cronbach's α value of the total satisfaction scale was 0.857. Cronbach's α value of each variable was measured as follows: The α value of personnel service was 0.915; the α value of environmental service was 0.725; and the α value of overall service was 0.711. According to the results, Cronbach's α value of each variable of satisfaction was greater than 0.7, which represented high reliability.

(3) Revisit intention:

Cronbach's α value of revisit intention was 0.961. It was greater than 0.7, which represented high reliability.

Validity

"Validity" refers to effectiveness, which refers to the degree to which the measurement method can measure the problem to be measured. In this study, based on the research literature arguments and theoretical studies of experts and scholars, the scales to measure dimensions including tourists' "service quality", "satisfaction" and "revisit intention" for Yilan Green Expo were developed. According to the pre-test, the measurement method was confirmed to meet the content validity, so "content validity" was taken as the validity analysis of the scales.

Research Results and Analysis

Descriptive Statistics

(1) Descriptive statistics on tourist attributes scale

1. Gender: There were more female tourists than male tourists in gender; 2. Age: People aged from 21 to 30 years old were the main customer segment; 3. Place of residence: There were 126 people living in the north (Taipei, New Taipei, Keelung, Taoyuan, Hsinchu, and Miaoli); 4. Travel companion: There were 129 people traveling with classmates, with the largest proportion; 5. Transportation tool: There were 114 people using their own vehicles, a method chosen by most

people; 6. Transportation time: There were 94 people traveling within one hour, with the highest proportion; 7. Tourism information: There were 81 people obtaining tourism information from media reports as the most; 8. Tourism mode: There were 121 people using the garden manual, with the highest proportion; 9. Stay time: There were 196 people staying for two to four hours as the most.

(2) Descriptive statistics on service quality scale

The overall average \bar{x} of the total service quality scale was 3.6596, and the overall standard deviation SD was .56065; The satisfaction of five variables of service quality was in order:

1. The average of tangible was 4.1221, and the standard deviation was .56701;
2. The average of reliability was 3.6902, and the standard deviation was .57423;
3. The average of empathy was 3.5772, and the standard deviation was .62754;
4. The average of guarantee was 3.4917, and the standard deviation was .67077;
5. The average of reactivity was 3.4169, and the standard deviation was .72726.

(3) Descriptive statistics on the satisfaction scale

The overall average \bar{x} of the total satisfaction scale was 3.4684, and the overall standard deviation SD was .55056. The satisfaction of the

three variables of satisfaction was in order: 1. The average of personnel service was 3.8048, and the standard deviation was .61297; 2. The average of environmental service was 3.4701, and the standard deviation was .73735; 3. The average of overall service was 3.1304, and the standard deviation was .64568.

(4) Descriptive statistics on revisit intention scale

The overall average \bar{x} of the total revisit intention scale was 3.6429, and the overall standard deviation SD was .80593.

4.2 T-test Analysis.

According to the analysis, the p values of "service quality" ($p = 0.081$), "satisfaction" ($p = 0.275$), and "revisit intention" ($p = 0.680$) of tourists with different "gender" attributes were all greater than 0.05, which did not reach the statistically significant level and had no significant difference.

4.3 One-way Analysis of Variance.

(1) Age

The p values of "service quality" ($F = 4.279$, $P = 0.001$) and "satisfaction" ($F = 4.435$, $P = 0.001$) of tourists with different "age" attributes were all less than 0.05, which reached the statistically significant level, with significant difference.

The p values of "revisit intention" ($F = 1.986$, $P = 0.081$) of tourists with

different "age" attributes were greater than 0.05, which did not reach the statistically significant level and had no significant difference.

(2) Place of residence

The p values of "service quality" ($F = 1.254$, $P = 0.290$) and "satisfaction" ($F = 1.527$, $P = 0.208$) of tourists with different "place of residence" attributes were all greater than 0.05, which did not reach the statistically significant level and had no significant difference.

The p values of "revisit intention" ($F = 4.049$, $P = 0.008$) of tourists with different "place of residence" attributes were less than 0.05, which reached the statistically significant level, with a significant difference.

(3) Travel companion

The p values of "service quality" ($F = 0.912$, $P = 0.457$) and "revisit intention" ($F = 1.395$, $P = 0.236$) of tourists with different "travel companion" attributes were all greater than 0.05, which did not reach the statistically significant level and had no significant difference.

The p values of "satisfaction" ($F = 3.141$, $P = 0.015$) of tourists with different "travel companion" attributes were less than 0.05, which reached the statistically significant level, with a significant difference.

(4) Transportation tool

The p values of "service quality" (F = 4.601, P = 0.001), "satisfaction" (F = 6.471, P = 0.000) and "revisit intention" (F = 9.220, P = 0.000) of tourists with different "transportation tool" attributes were all less than 0.05, which reached the statistically significant level, with a significant difference.

(5) Transportation time

The p values of "service quality" (F = 2.102, P = 0.100) and "revisit intention" (F = 1.443, P = 0.230) of tourists with different "transportation time" attributes were all greater than 0.05, which did not reach the statistically significant level and had no significant difference.

The p values of "satisfaction" (F = 3.661, P = 0.029) of tourists with different "transportation time" attributes were less than 0.05, which reached the statistically significant level, with a significant difference.

(6) Tourism information

The p values of "service quality" (F = 3.788, P = 0.002) and "satisfaction" (F = 3.707, P = 0.003) of tourists with different "tourism information" attributes were all less than 0.05, which reached the statistically significant level, with a significant difference.

The p values of "revisit intention" (F = 1.204, P = 0.307) of tourists with different "tourism information" attributes were all greater than 0.05, which

did not reach the statistically significant level and had no significant difference.

(7) Tourism mode

The p values of "service quality" (F = 5.878, P = 0.001), "satisfaction" (F = 6.155, P = 0.000) and "revisit intention" (F = 6.974, P = 0.000) of tourists with different "tourism mode" attributes were all less than 0.05, which reached the statistically significant level, with a significant difference.

(8) Stay time

The p values of "service quality" (F = 3.643, P = 0.013), "satisfaction" (F = 4.903, P = 0.002) and "revisit intention" (F = 9.112, P = 0.000) of tourists with different "stay time" attributes were all less than 0.05, which reached the statistically significant level, with a significant difference.

Pearson Product-moment Correlation Analysis

The value of Pearson product-moment correlation analysis is a linear indicator between two continuous variables. The value below 0.3 represents a low correlation, the value between 0.3 and 0.7 represents a moderate correlation, and the value above 0.7 represents a high correlation.

(1) Correlation analysis between service quality and satisfaction

The correlation coefficient between service quality and satisfaction

was ($r = 0.799$, $p = 0.000$), which showed a significant positive correlation between service quality and satisfaction.

(2) Correlation analysis between satisfaction and revisit intention

The correlation coefficient between satisfaction and revisit intention was ($r = 0.762$, $p = 0.000$), which showed a significant positive correlation between satisfaction and revisit intention.

(3) Correlation analysis between service quality and revisit intention

The correlation coefficient between service quality and revisit intention was ($r = 0.671$, $p = 0.000$), which showed a significant positive correlation between service quality and revisit intention.

[Table 5]

Conclusion and Suggestions

Conclusion

(1) There were more female tourists than male tourists in terms of gender, and people aged from 21 to 30 years old were the main customer segment in terms of age distribution; most tourists came from the north and east, and most of them traveled with classmates; self-use vehicles were often chosen as the transportation tool, and the transportation time for most people was

within one hour; most of the tourist information came from the media, with the highest proportion of tourists using garden manuals and the most common stay time of two to four hours.

(2) According to correlation analysis, the data showed a significant positive correlation after measurement, and there was a significant positive correlation between "service quality", "satisfaction" and "revisit intention"; among the variables of "service quality", the correlation coefficient between "empathy" and "satisfaction" was the highest; among the variables of "satisfaction", the correlation coefficient between "personnel service" and "revisit intention" was the highest; among the variables of "service quality", the correlation coefficient between "empathy" and "revisit intention" was the highest.

The analysis results concluded in this study can be used as the reference in the development planning and follow-up study of relevant units.

Suggestions

(1) Tourist attributes:

1. Some exhibition halls may be adjusted and set up in front of the park, with more sun-shading and rain-proof rest seats in the park, and the number of shuttle buses in the park may be in-

creased, so as to expand the elderly and silver-haired tourists.

2. Preferential discounts may be given to tourists who use mass transit to enhance their willingness to take mass transportation.

3. The dining area may be clearly marked, vegetarian and vegetable products and seasonal local snacks may be increased, and fried food may be reduced.

(2) Service quality:

1. The professional education and volunteer service beliefs of tour guides should be strengthened, so as to enhance their capabilities to deal with and respond to crisis problems, take the initiative to care for and assist tourists, and provide timely services for tourists.

2. The general assembly should be able to control the current situation of the park and adjust the service manpower flexibly.

(3) Satisfaction:

1. The explanation card facilities may be three-dimensional and artistic, and the Yilan Green Expo photo hot spot may be formed; the mobile bar code QR CODE can be attached to reduce the paper description and increase the environmental benefits.

2. Different recommended park routes may be pre-set for tourists to choose for

reference according to their actual needs.

Suggestions for future studies

(1) Follow-up relevant researchers are suggested to increase the number of subjects for the survey.

(2) Follow-up relevant researchers are suggested to add interviews to their research methods.

(3) Follow-up relevant researchers are suggested to incorporate different dimensions into their research orientations.

(4) Follow-up relevant researchers are suggested to discuss and analyze similar large-scale agricultural curatorial activities.

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