



## THE SURVEY OF SERVICE QUALITY AND SATISFACTION OF A TAIWANESE VIRTUAL REALITY COMPANY

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### Abstract

Virtual Reality Report expects virtual reality and augmented reality to be a USD 65 billion global market by 2024 (Kostyk & Sheng, 2023). At present, there are numerous virtual reality hardware brands in the United States, Europe and China. Taiwan needs to strengthen its competitiveness in software and related applications in the fields of video games, healthcare, video entertainment, and real estate. Empirical researches focusing on virtual reality, such as Jin et al. (2021), and Han, Kim & An (2023), proved that virtual reality can strengthen consumers' presence and interactivity with vendors, and help enhancing their consuming behaviors. Therefore, industries such as education, retail, special services, and healthcare have witnessed continuous investments in virtual reality and augmented reality over the next five years (Han, Kim & An, 2023). These are also the most important sectors to be focused on for virtual reality development in Taiwan. In view of the intense investment boom in the virtual reality market, as well as the on-going demand of consumers for more innovative virtual reality contents and equipment, it is necessary to understand more about the consumers' views on and the degree of their satisfaction in virtual reality software and hardware, so as to analyze the aspects for the company to improve or strengthen based on market demand, and to maintain the leading position in the hugely competitive market. This study used focus group and questionnaires to collect consumer views on and satisfaction in the service quality of a Taiwanese virtual reality company. The results showed that, virtual reality service

quality positively influences satisfaction and willingness to purchase, and degree of satisfaction influences willingness to purchase. The survey also obtained the prices that consumers are willing to pay for the virtual reality experience, and the different feelings before and after the experience. Finally, it proposed suggestions for companies to provide virtual reality experience.

Keywords: Virtual reality (VR), Service Quality, Satisfaction

### Introduction

According to an estimation by International Data Corporation (IDC), by the end of Year 2023, global investment in augmented reality (AR) and virtual reality (VR) will reach USD 13.8 billion. The Virtual Reality Report (2024) published by Digi-Capital also expected that the market turnover of the global VR/AR market in 2024 will reach USD 65 billion (Kostyk & Sheng, 2023). From Year 2022 to 2026, the top two applications in commercial VR is coordination and training, and the VR and AR market will be shared by consumption and commercial expenditure, half by half. In the various AR and VR applications, emergency response (82.9%) will have the highest five-year compound annual growth rate, and Videogames (57.8%) will rank second. Such industries as education, retail, special services and healthcare will see continuously intensive investments in AR and VR in the next five years (Han, Kim & An, 2023).

In terms of VR technology, it is es-

timated that, from 2023 to 2027, hardware expenditure will dominate the investment in the VR industry, and will grow at a rate of 47.3%. In 2026 alone, Standalone HMDs will have a total investment of more than USD 5.5 billion, and will become the main driving force for the growth of VR hardware market. IDC even predicts that the growth rate of Standalone HMD investments over the next five years will be 69.1%. Regarding services, expenditures in the development of custom-made VR applications will exceed USD 1 billion for the first time in 2026, accounting for 60% of the service market. Regarding software, the market has seen significant enhancement in the content, quality and quality of games, and accelerated development of client-end software applications for video streaming and body-building (Fussell & Truong, 2022).

According to a survey carried out by Goldman Sachs, in 2025, the VR market will be dominated by hardware. However, as there are already numerous

VR Hardware brands in the United States, Europe and China, even though Taiwan holds the leading position in OEM manufacturing, in this highly competitive environment, there is little chance for Taiwan in the field of hardware. Therefore, Taiwan should seek opportunities in software and relevant applications, such as video games, healthcare, engineering, live events, video entertainment, and real estate (Jang, Ko, Shin & Han, 2021).

According to the analysis in Goldman Sachs Global Investment Research, in the AR and VR industry, software applications will have a turnover of USD 35 billion in 2025, and can be classified into two categories: B<sub>2</sub>B (medical care, engineering, real estate, retail, military, education) and entertainment applications (computer games, video streaming, events, movies). A study focusing on website VR experiences by Jin et al. (2021) found that, comparing to those websites that do not offer VR experience, websites built with VR experience can attract more attention and purchase intention from consumers. Han, Kim and An (2023) suggested that stores taking advantage of VR experience can significantly enhance consumer presence and interaction, which leads to higher purchase intention. Hence, VR can truly strengthen consumers' presence and their interac-

tion with the vendor, and further enhance their consuming behavior.

In summary, there are numerous business opportunities in the global VR market, and consumers are also looking forward to more diversified VR experience and equipment. However, in the dynamic software and hardware development, it is important to investigate the consumers' views on and the degrees of their satisfaction in VR software and hardware, so as to analyze the aspects for improvement and intensification for a company to maintain its leading position in the market competition (Jang, Ko, Shin & Han, 2021; Jin, Kim, Moore & Rothenberg, 2021; Fussell & Truong, 2022; Han, Kim & An, 2023).

This study used focus group and questionnaires to collect consumers' views on the VR software and hardware products from Taiwan XX Company. The case company is the largest company operating flying VR in Taiwan, and its standalone HMD software and hardware technology is leading the Taiwanese market. The case company also ranks top in number of visitors and turnover. However, the case company does not have information about the feeling of consumers after the VR experience and the price they are willing to pay for the experience. In view of the market competition and the demand for

continuous investment in research and development, it is necessary to carry out a survey to analyze the market demand. Hence, this study used focus group and questionnaires to collect consumers' views on service quality, satisfaction and willingness to purchase, to be used as a reference for the company or the whole industry in the development of VR software and hardware.

## Literature Review

### *Service Quality*

Service quality refers to a consumer's subjective evaluation of the product or service after receiving the service (Yang, Wang, Liu, Cheng & Zhang, 2020, Zhang, Zhang & Wu, 2023). In recent years, the service industry has become the mainstream of economic activities. Service quality has always been a significant management issue for the service industry. Service quality plays a pivotal role for sustainable development of a company. In order to survive in the fierce market competition, companies should find ways to raise the degree of consumer satisfaction in their service quality (Cao & Yang, 2022; Cui, Guo & Bai, 2021; Fu, & Yu, 2020). There are many different definitions for service quality. This study found that, according to relevant discussions (Han, Xiao & Hong, 2022; Huang, Chang, Su, Chiou & Chi, 2020; Julianto,

2020), service quality lies in the subjective cognition of consumers, which may differ from one consumer to another after they have received the service.

Ma and Zhu (2022) cited the "service quality concept mode" (PZB mode) proposed by Parasuraman, Zeithaml and Berry (1985) after in-depth interviews with managers from banks, credit card companies, securities brokerage firms, and product repair firms as well as their consumers. Ma and Zhu proposed that service quality is a subjective concept, and is determined by the feeling of consumers. In the PZB mode, Gap 1 to Gap 4 are related to enterprises, and only Gap 5 is determined by the expectation of consumers. Hence, PZB separated Gap 5 from the other elements, and evaluated the service quality perceived by customers based on the difference between customer expectation and perceived service. Through empirical analysis, the study summed up ten service quality factors (accessibility, communication, competence, politeness, credibility, reliability, response, safety, tangibility, and understanding of / familiarity with customers). In 1988, PZB reduced the 10 factors to 5 factors: tangibility, reliability, response, guarantee, and compassion. Through PZB, enterprises can evaluate customer expectations for their Service Quality (Sun, 2022; Thai, Grewal & Chen, 2021;

Wang, Ou & Chu, 2021; Xu, 2020).

According to Yang et al. (2020), Zhang, Zhang & Wu (2023), when facing an economic recession or fierce market competition, companies must offer high-quality services and probe into the essence and function of service using creative thinking, so as to maintain their position in the market and sharpen their competitive edge. Therefore, direct interaction between vendors and consumers is the pivot of service quality.

#### *Customer Satisfaction*

Cardozo suggested that customer satisfaction is formed in certain circumstances, and is the perception of customers for the cost they pay for the product and the reward they receive after buying the product. When they realize that the reward is higher than the cost, a satisfaction is formed. Otherwise, a dissatisfaction is formed. (Chai, 2022; Fan & Tsai, 2022). Previous studies (Huang, 2020; Huang, 2021; Lee, & Lin, 2020; Shao Gang, Ming & HongMei, 2020) found that customer satisfaction is the different perception of consumers before and after receiving the product or service, and customers evaluate the product or service based on their satisfaction or dissatisfaction. Oliver et al. (2021) summarized the customer satisfaction theory into three modes: expect-

tancy disconfirmation, perspective of interest, redress process. Expectancy disconfirmation refers to customers' adjustment to their perception of the product when there is a difference between the performance of the product and their expectation (there is a cognitive dissonance) so as to reduce the difference to eliminate the psychological disorder. Regarding perspective of interest, Folkes held that the observer attributes the reason of the behavior to a certain factor. If the behavior is attributed to the external environment, it is called external attribution or situational attribution; if the behavior is personally attributed, it is called internal attribution or personal attribution (Wijaya, 2022). Oliver and DeSarbo suggested that satisfaction is customers' feeling about fairness. If the consumers feel they are treated fairly, and their investment is proportional to what they obtain, they feel satisfied (Xia, 2021). As for Redress Process, Zhou (2021) found that when the customers feel dissatisfied, they may take actions to obtain some compensation. The influence of customer satisfaction upon after-purchase behavior is also discussed.

In the aspect of perspective of interest, Chai (2022) suggested that satisfaction can be divided into: (1) satisfaction in product value, (2) satisfaction in sales people, (3) satisfaction in store en-

vironment. Fan and Tsai (2022) proposed that satisfaction includes: (1) product price, (2) overall company performance, (3) attitude of service people, (4) service efficiency. Thai, Grewal and Chen (2021) suggested the attributes of satisfaction: (1) service access, (2) care, (3) reliability, (4) service environment, (5) opinion efficiency, (6) added value. Xia (2021) indicated that satisfaction includes: (1) product quality, (2) service quality, (3) situational factors, (4) personal factors, (5) price. Lee and Lin (2020) mentioned that satisfaction can be measured by overall happiness and willingness to pay.

#### Method

##### *Study Framework*

In order to understand consumers' feeling about the service quality regarding the VR equipment by a Taiwanese Company, and to know if the service quality would influence consumer satisfaction and willingness to purchase, this study designed the questions based on communication with on-site operators and consumers. Based on the questionnaire framework and question items of Yang et al. (2020), Zhang, Zhang & Wu (2023), Huang (2020), Huang (2021), Lee & Lin (2020), ShaoGang, Ming & HongMei (2020), this study proposed the following research framework, on the assumption that service quality posi-

tively influences consumer satisfaction, and consumer satisfaction influences willingness to purchase.

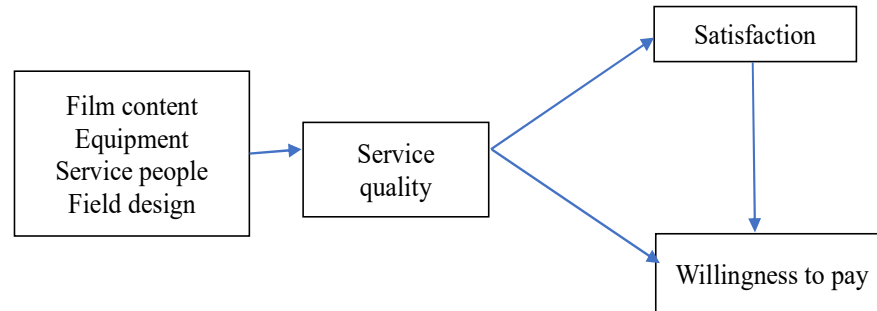
When designing the research, the survey adopted a design that balances quality and quantity. Apart from using focus group to interview consumers about their perception on their experience, a large number of questionnaire copies were used to survey more consumers to obtain statistical data that can closely reflect the picture of market consumption, as shown in Figure 1.

#### Questionnaire

In the aspect of service quality, Yang et al. (2020), Zhang, Zhang & Wu (2023) classified service quality into five qualities: internal, hardware, software, real-time reaction, and psychology. Knowing that software is the core of consumer experience, this study integrated the views of Sugimoto (1986), Parasuraman, Zeithaml & Berry (1988), Yang et al. (2020) and Zhang, Zhang & Wu (2023), and the questions in the questionnaire involve aspects of film content, equipment, service people, and environment design.

Regarding consumer satisfaction, this study referred to the insights of Ostrom & Iacobucci (1995), Huang (2020), Huang (2021), Lee & Lin (2020), ShaoGang, Ming & HongMei (2020).

Figure 1. Study Framework



Satisfaction is measured in dimensions of software content, related equipment (venue layout, related equipment, field marketing), service attitude, and overall performance.

In the aspect of willingness to purchase, the insights of Anderson & Sullivan (1993), Chai (2022), Fan & Tsai (2022), Thai, Grewal & Chen (2021), Xia (2021) were cited, and measurement is made on the basis of willingness to repurchase, and willingness to recommend.

In the fourth part, which is the background variables, this study inquired respondents about their gender, living area, age, education, family income, career, traffic time, willingness to pay, ideal experience time, information, promotion, frequency of VR experience, monthly expenditure in entertainment,

and areas for improvement.

#### *Qualitative Interview*

In the aspect of qualitative interview, this study referred to the four qualities of internal, hardware, software, real-time reaction by Sugimoto (1986), Parasuraman, Zeithaml & Berry (1988), Yang et al. (2020) and Zhang, Zhang & Wu (2023), as well as participate intention, willingness to pay, advantage and weakness by Anderson & Sullivan (1993), Chai (2022), Fan & Tsai (2022), Thai, Grewal & Chen (2021), Xia (2021).

#### *Respondents*

This study referred to Wu & Tu (2011), Tinsley & Tinsley (1987), and Comrey (1988). Wu et al. held that the sampling number can be 3-5 times the number of questions in the questionnaire. As the questionnaire of this study has 33



questions, only 165 copies are needed even if it is used five times. To enhance the sampling efficiency and accuracy of estimation, during the three weekends, starting from March 1, 2022, the survey was conducted on-site in the Kaohsiung Experience Center of the VR company. A total of 227 questionnaire copies were collected.

For focus group, the research site was the meeting room of the Kaohsiung branch of the company, and the time was 2:30-4:00 in the afternoon of March 8, 2022. Participants (4 female and 5 male) were selected from consumers who had experienced the virtual flying equipment. The occupations of the respondents include civil servant, researcher, teacher, financial, service, military, industry, self-employment and student.

## Results

### *Respondents Background Information*

A total of 227 effective copies of the questionnaire were returned, among which 121 are females and 106 are males. Most of the respondents live in Kaohsiung (183, 80.6%), are aged 30 or below (94 respondents), followed by aged 41 or over, and aged between 31 and 40. In terms of traffic time spent on traveling to the experience center, most of them arrived within 30 minutes (179

people). In terms of willingness to pay the price, 87 are willing to pay more than 251 NTD, followed by 72 respondents willing to pay 151-250 NTD, and 68 respondents willing to pay below 150 NTD. As for the ideal experience time, 84 respondents preferred 11-20 min, followed by less than 10 min (78 respondents) and more than 21 min (65 respondents). In terms of the number of VR experiences within the past year, most of them had twice or less (189 respondents). In terms of the willingness to expend in entertainment, 89 respondents are willing to spend 1501 NTD or more per month, followed by 500 NTD per month, and 501-1000 NTD per month (63 respondents). As for educational level, most have college or university degrees (45 respondents), followed by high school or lower (43 respondents). Most of them have monthly household income below 50,000 NTD (94 respondents), followed by 50,001-80,000 NTD. In terms of occupation, most of them work in the service industry (58 respondents), followed by the business sector (41 respondents), and students (27 respondents). As for the source of information, the main source is word-of-mouth (82 respondents), followed by Facebook (21 respondents). Regarding the most efficient promotion channel for this experience, Facebook is ranked the most efficient by 86 respon-



dents, followed by Instagram and Line.

#### Descriptive Statistic

##### *Service Quality*

In the aspect of film content, respondents are most satisfied in the film introduction before the experience, which is clear and easy to understand. The average mean of the scores is 4.70. The second is better understanding of the experience after watching the introduction film, with an average mean of 4.64. The third is the 360-degree bird's view to display the beauty of Taiwan, having an average mean of 4.58. By contrast, the lowest score is the play length of the film, with an average mean of only 3.69. In terms of feeling about equipment, chair comfort has the highest score, with an average mean of 4.56, followed by the technological and advanced feeling about the equipment, with an average mean of 4.54. In the performance of service people, the scores are close. Both questions have a high average mean of more than 4.70. Regarding field movement line layout, both questions have a high score exceeding 4.50. Regarding performance of reliability in the four measurements of service quality, except the on-site service that has a low score, with its reliability being .71, the other measurements all have a reliability higher than .80. This indicates that, in this

study, the reliability of all the measurement items are highly consistent.

##### *Initial Expectation And After-Experience Feeling*

In the statistics about initial expectation, service attitude has the highest score, with an average mean of 4.33. The second is equipment, with an average mean of 4.28, and the third is overall performance, with an average mean of 4.25. The overall reliability is .934. In the statistics about after-experience feeling, the highest score is the attitude of the service people, with an average mean of 4.66. The second is related equipment, with an average mean of 4.45, and the third is venue layout, with an average mean of 4.44. The overall reliability is .942.

##### *Willingness to Purchase*

In the statistics of the three types of willingness to purchase, the scores are quite even. The average scores all exceed the high score of 4.30, meaning that the respondents have both willingness to come again themselves and willingness to recommend to others. The item reliability in this aspect is as high as .919.

##### Pair-wise t test

Pair-wise t test is used to check if there is an obvious difference between

before-experience expectation and after-experience feeling. The results indicate that, after experiencing VR flying, the respondents all have better feeling about the film theme, venue layout, re-

lated equipment, service attitude, field marketing and overall performance than what they have expected before the experience, as shown in Table 1.

Table 1. Summary of Pair-wise t test

Initial expectation Vs. After experience	Average mean	Standard deviation	Significance
Your feeling about the subject of the film you experienced this time:	-.12775	.82359	.020*
Your feeling about the content of the film you experienced this time:	-.10573	.84524	.061
Your feeling about the venue layout you experienced this time:	-.21145	.78100	.000***
Your feeling about the related equipment you experienced this time:	-.17181	.77087	.001**
Your feeling about the attitude of the service people you experienced this time:	-.33040	.71711	.000***
Your feeling about the field marketing:	-.19824	.73497	.000***
Your feeling about the overall performance you experienced this time:	-.17621	.74949	.000***

### Regression Analysis

#### *Service Quality to Predict After-experience Feeling*

Among the service quality factors, except service people, the other three variables can all influence the after-experience feeling. Based on degrees of influence, the order is venue layout, film content and equipment. To continuously enhance after-experience feeling, the priority factor to be strengthened is venue layout, the second is film, and the third is equipment, as shown in Table 2.

#### *Service Quality to Predict Willingness to Pay*

Both film content and service people can significantly influence willingness to pay. However, one special thing is, the influence of service people was negative. This may mean that the respondents do not want too much interference or adjustment during the experience, so that they can be fully indulged in the experience, as shown in Table 3.

Table 2. Summary of regression analysis on the prediction of after-experience feeling based on service quality

Item	Non-standardized coefficient		standardized coefficient	Significance
	Estimated value of B	Standard error	Beta distribution	
(constant)	-.083	.421		.844
Film content	.324	.106	.267**	.003
Equipment tangibility	.230	.076	.223**	.003
Service people	.167	.111	.107	.135
Venue layout	.277	.076	.285***	.000
R square	.539			
Significance	.000***			
F value	45.424			

Table 3. Summary of Service Quality to Predict Willingness to Pay

Item	Non-standardized coefficient		standardized coefficient	Significance
	Estimated value of B	Standard error	Beta distribution	
(constant)	291.040	338.804		.392
Film content	198.535	84.953	.292*	.021
Equipment tangibility	38.949	61.140	.067	.525
Service people	-214.042	89.370	-.246*	.018
Venue layout	-7.416	61.174	-.014	.904
R square	.269			
Significance	0.025*			
F value	2.885			

*Service Quality to Predict Repurchase Intention*

Film content and venue layout can significantly influence the intention for repeated consumption. This means the willingness of the respondents to visit

again is mainly influenced by the film content and the venue layout, as shown in Table 4.

Table 4. Summary of Service Quality to Predict Repurchase Intention

Item	Non-standardized coefficient		standardized coefficient	Significance
	Estimated value of B	Standard error	Beta distribution	
(constant)	-.748	.725		.304
Film content	.622	.182	.352**	.001
Equipment tangibility	-.101	.131	-.067	.444
Service people	.159	.191	.070	.407
Venue layout	.435	.131	.308**	.001
R square			.353	
Significance			.000***	
F value			21.690	

*Service Quality to Predict Willingness to Recommend relatives and friends*

To understand if service quality influences willingness to recommend to relatives and friends, this study sets the four dimensions of service quality as independent variables, and sets willingness to recommend to relatives and friends as a dependent variable. The results show that both film content and venue layout can significantly influence the willingness to recommend to relatives and friends. This means that the willingness of respondents to recommend to relatives and friends is mainly influenced by the film content and venue layout.

*Analysis of Compare Means*

To check how living area, education, traffic time, willingness to pay, and experience time influence service quality, after-experience feeling and three types of willingness to purchase, this study employed ANOVA for testing. If an obvious average mean is detected, we proceed to post-hoc analysis. This study adopted the Scheffe method for post-hoc analysis.

Living Area is an obvious influencing factor in the satisfaction with the film content, after-experience happiness, willingness to pay and three types of willingness to purchase. However, during the

post-hoc analysis, only willingness to pay is influenced greatly. Respondents living in the Pingtung District obviously have higher willingness to pay than those living in other districts.

1. Respondents at different education levels differ greatly in their satisfaction in the film content and service people. During the post-hoc analysis, consumers with high school education or lower education are obviously more satisfied with the film content than those with college or university education or higher post-graduate education.

2. Respondents whose traffic time is more than half an hour had obviously better feeling about the variables than those who spend less than 30 minutes. This means that respondents living in other cities and counties have better after-experience feeling about the service quality and higher willingness to purchase than those living in Kaohsiung.

3. Except for the service people, willingness to pay is significantly influenced by other variables. In the post-hoc analysis, respondents willing to pay 151-250 NTD and higher than 251 NTD had obviously better feeling about the variables than those willing to pay less than 150 NTD.

4. Experience Time influences the after-experience feeling, willingness to pay, and willingness to recommend very differently. Experience time of long than 21 minutes is significantly better than that of less than 10 minutes.

#### Discussion

To understand how the consumers feel about the service quality of the VR equipment of Taiwan XX Company, and how service quality influences satisfaction and willingness to purchase, the research was designed on the basis of a survey balancing quality and quantity. Apart from using focus group to interview consumers to understand their insights about the experience content, a questionnaire survey was conducted among the consumers to obtain statistical data that can most closely reflect the outlook of market consumption. The results from empirical analysis with balance of quality and quantity are listed below with detailed descriptions.

Service quality can positively influence satisfaction and willingness to purchase, and satisfaction can influence willingness to purchase. Venue layout, film content and equipment among the service quality factors can influence the af-

ter-experience feeling. Film content and service people can significantly influence the price that the consumers are willing to pay. Film content and venue layout can significantly influence the willingness for re-consumption. This means the willingness of the respondents for a second visit is mainly determined by the film content and the venue layout.

Film content and venue layout can significantly influence the consumers' willingness to recommend to their relatives and friends. This means the willingness of the respondents to recommend to their relatives and friends is mainly determined by the film content and venue layout. Hence, film content and venue layout is the key factor influencing the willingness of respondents to recommend to their relatives and friends. Explanations of the service people before the experience, venue layout, film content (subject, picture quality, audio effect, playing speed etc.) and equipment (comfort of chair) can significantly enhance the after-experience feeling. Therefore, in order to enhance service quality and overall customer satisfaction to enhance consumption, actions can be taken to improve the above aspects.

In view of the finding that ser-

vice quality influences customer satisfaction and consumption willingness, when designing the venue layout, film content (subject, picture quality, audio effect, playing speed etc.) and equipment, vendors shall make analysis for better understanding of the internal factors of customer feeling, such as identity background, willingness to pay, experience time and frequency, for better planning of the experience content, so as to enhance customer satisfaction and consumption intention. In addition, products should be designed based on different attributes to meet customer demand.

This study found that higher service quality leads to enhanced customer satisfaction and consumption intention for the VR experience. Therefore, it is advised to improve the service quality in the following areas:

1. Affluent film content: For users, large view angle and immersive experience content can bring a visual surprise. Therefore, the film theme, picture quality, audio effect, play length, and speed are pivotal for the overall immersive experience. These aspects shall match the watching mode. The large view angle naturally has a higher degree of immersive

watching experience than ordinary mobile devices. If the film content is more interesting and is updated regularly, the experience time is longer every time. This significantly influences the willingness of the customer for a second consumption and willingness to recommend to his relatives and friends.

2. Comfortable Equipment: VR hardware equipment such as VR glasses, Chair (including armrest), and sensors influence the feeling of experience. Comfortable equipment can offer the customer an immersive environment to experience the virtual world.

3. Streamlined venue layout: VR planning and designing can be utilized for marketing and promotion. Streamlined venue layout and high-quality video and audio services can provide customers with the “feeling of being there”, and the customers may have higher willingness to experience again and to recommend to their relatives and friends. It is suggested to create a special atmosphere between the pilot film and the real experience so that the consumer do not have the feeling of being suddenly taken back to the reality. In addition, internal lights and decorations can have some technological

elements or a mysterious feeling to enhance the overall experience atmosphere.

4. Eye-catching marketing strategy: AR provides consumers with better experience. Based on customer needs, such information as customer demand volume, purchase power, and expectancy can be obtained through empirical means, and marketing and promotion can be scheduled. For example, during network promotion, clear information such as description of the VR experience and location of the experience venue can be provided, assuring consumers with affluent and unique experience. Such information can instantly influence the consumers’ motivation to consume, and convey the core value of VR service.

5. Diversified experience content and price: According to the survey and statistics about the prices that the respondents are willingness to pay, most people choose 251 NTD or higher, followed by 151-250 NTD, and 150 NTD or lower. Although the experience activity has a predetermined price, the results of questionnaire survey and interview showed that, both film content and service people can influence the willingness to pay. Respondents also indicated that they do not want too much inter-



ference from the service people during the experience, thus the respondents can be thoroughly indulged in the experience. In addition, when there is new experience content, consumers may have a new judgement about the price for the experience, and might be willing to experience and consume again.

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