

# A study of servicescape, emotional experience, perceived service quality and behavioral intention / 朱慧秋 撰 .- 彰化縣

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## ABSTRACT

Nowadays service industry plays a very important role in the economic structures of developed countries around the world. In the time of experience economy, people pay a lot of attention to the physical environment and the atmosphere of the restaurant. Therefore this research tries to explore how theme restaurant created servicescape affect consumers' perceived service quality, emotional experiences, and behavioral intention, and how they are interrelated. Through the review of relevant documents, this research develops a theoretical research structure. Based on the research on Taichung reflexive theming restaurants' (McDonald, Kentucky Fried Chicken, Moss Hamburger) 300 consumers, this research collects data by organized questionnaire, the Structure Equation Model (SEM) was used to process practical study to examine the hypothesis that this research puts forward. As a result of this study, six principal conclusions can be drawn from the data, 1. The theme restaurants' servicescape has significantly positive influences on consumers' perceived service quality. 2. The theme restaurants' servicescape has significantly positive influences on consumers' emotional experiences. 3. Consumers' perceived service quality has significantly positive influences on their emotional experiences. 4. Consumers' emotional experiences have significantly positive influences on their behavioral intention. 5. Consumers' perceived service quality has significantly positive influences on their behavioral intention. 6. The theme restaurants' servicescape has significantly positive influences on consumers' behavioral intention. At the end, this research presents the conclusions and suggestions for follow-up studies. It also provides the restaurant industry with suggestions on how to improve consumers' perceived service quality and emotional experiences in order to enhance their behavioral intention.

Keywords : theme restaurant、servicescape、perceived service quality、emotional experience、behavioral intention

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