

The Relationships among Visitor Experiential Marketing, Service Quality, Customer Satisfaction and Loyalty of Tourism ...

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ABSTRACT

Tourism factories are traditional businesses that now create markets through innovative services. In these place, the tourists can feel the local culture, absorb the knowledge of the business and do the leisure activities. Customer satisfaction and loyalty will boom if tourism factories can provide the customers with the best services and the chances to experience more detailed culture. This study attempted to explore the feedbacks of tourism factory customers on the relations among experiential marketing, service quality, customer satisfaction and loyalty. The subjects were the tourists at Mochi Musuem. The questionnaires were designed via literature collection, review and discussion. The data was analyzed and certified through the software of SPSS and SEM. The results shows that the preliminary fit criteria, fit of internal structure of model, and overall model fit of this present study all reached significant level. Experiential marketing and service quality positively affected customer satisfaction; experiential marketing and customer satisfaction positively affected loyalty, however the service quality had no effect on the loyalty. In addition, there were different factors that affected customer satisfaction and loyalty. Among different groups of tourists, there was positive relation between customer satisfaction and loyalty and no relation was found between service quality and loyalty, which was consistent with the whole sample. Finally, some suggestions for managers of tourism factories and for future research were provided to conclude this study.

Keywords : tourism factories, experiential marketing, service quality, customer satisfaction, loyalty

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