EFFECTS OF FACILITY AND SERVICE QUALITY ON EXPERIENCE VALUE, SATISFACTION, AND BEHAVIORAL INTENTIONS IN AN URBAN THEME PARK

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ABSTRACT

The study uses multiple regressions to explore the relationships among five constructs: "theme park facilities", "service quality", "experience value", "satisfaction", and "behavioral intention". The results showed facilities to affect experience value more than the effect from service quality. A chain effect from experience value to satisfaction and behavioral intentions were identified. Facilities also affect satisfaction and behavioral intentions much more than the effect from service quality. Demographics differences were also explored though one-way ANOVA, which paved the way for recommendations.

Keywords: Theme park facilities, Service quality, Experience value, Satisfaction, Behavioral intentions

I. INTRODUCTION

Theme park is an attractive option for leisure activities in an urban setting due to limited open space (Buckley, 2000; Dzeng & Lee, 2007). Economic forces, employees, and changing demographic forces have been perceived to have the greatest impact on the operation of the theme park industry (Samuels, 1996; Milman, 2001). Consumers may seek interactive adventure, fantasy and mystery, movies and television shows, and science fiction/futuristic themes, as well as the quality of service provided. Bitner (1992) is one of the first pioneers who explored the impact of physical surroundings on customers. Later, Hightower et al. (2002) explored the relationship between physical environment (servicescapes) and key service constructs (positive effect, enduring involvement, service quality, waiting time, and value)

consumers' behavioral intentions.

Other than physical surroundings, a Scottish study found that fun rides, little waiting, and good climate or environment were the most important choice criteria for amusement park visitor behavior (Moutinho, 1988). McClung (1991) attributes distance, cost, crowds, preference, climate lodging, and children to the selection of theme park visitation. Relative importance of factors tourists rely on in evaluation of theme parks that satisfy their motives may be analyzed through importance-performance technique (Haahti & Yavas, 2004). There is also a distinct gender difference in the perception of leisure activities (de Fontenelle & Zinkhan, 1993). Hence, the study seeks to explore dimensions affecting customers' behavioral intensions toward theme parks, as well as demographic differences on each dimension.

II. LITERATURE REVIEW

A study of experiential quality, experiential value, experiential satisfaction, theme park image, and revisit intention revealed four primary dimensions and eleven sub-dimensions of experiential quality perceived by theme park visitors (Wu et al., 2018). In addition physical environment quality was also identified as the most primary dimension of experiential quality perceived by them park visitors.

Kim et al. (2003) identified four factors (family togetherness, appreciating natural resources, escape from routine, and adventure) that push people to theme parks and three pull factors (key tourist resources, information and convenience of facilities, and accessibility/transportation). Millman (2009) found identified seven major factors influencing guest experience at theme parks: (1) entertainment variety and quality, (2) courtesy, cleanliness, safety, and security, (3) food variety and value for money, (4) theme quality and design, (5) availability and variety of family-oriented activities, (6) quality and variety of rides and attractions, and (7) pricing and value for money. A study of "facility-driven" leisure services found the more theme park visitors perceive physical surroundings as novel, the higher of perceived values (utilitarian and hedonic) and the stronger their intention to revisit (Chang et al., 2014).

There is a unique relationship between the service facility placements and the amount of predicted traffic flows to theme parks (Hyun et al., 2016). Zhang et al. (2017a) studied how attraction and spatial layout attributes affect them park visitor movement where it was found that visitor movement is influenced by attraction attributes such as attraction type, experience value, facility capacity, floor area, and indoor feature, while spatial layout attributes include: distance between attractions, path network, entrance location, and attraction distribution. Theme park attendance affects visitors' experience, satisfaction, and their behavioral intentions directly and/or indirectly (Zhang et al., 2017b).

In a case study of cultural them park, it was found that theme park brand satisfaction is related to brand loyalty, while the quality of facilities and attractions has no significant correlation with perceived value and brand satisfaction (Cheng et al., 2016). Also, no significant correlation was found between service quality and perceived value. Nonetheless, there is a linkage between human resource practices and the delivery of guest services in theme park operation in terms of the significance of service quality (Mayer, 2002). Service design offers effective methods for analyzing and developing complex service experiences (Trischler & Zehrer, 2012). In addition, the multistep approach delivers comprehensive insights into customer experiences and identifies critical incidents that take place during the service experience. Planning service facilities applies to operation, location, atmospheric and image, consumer use, and contact personnel as multi-dimensional nature of service facilities (Turley & Fugate, 1992).

III. METHODOLOGY

The literature review provided the bases of constructing the questionnaire. Five constructs were established: "theme park facilities", "service quality", "experience value", "satisfaction", and "behavioral intentions". The "facilities" dimension includes six items: (1) theme park route is smooth; (2) sign direction is clear; (3) facilities are fun; (4) facilities are diverse; (5) novelty on most of the facilities; and (6) facilities are safe. The "service quality" construct includes ten items: (1) good hygiene/sanitation; (2) clean and efficient parenting area; (3) provides trustworthy service in a timely fashion; (4) perceived comfort; (5) extra attention on toddlers; (6) easy accessibility to service providers; (7) convenient business hour; (8) provides individual service; (9) does not overlook customers' needs; and (10) provider's attitude does not vary with different customers. The "experience value" construct includes eight items: (1) collocated facilities within the surrounding; (2) gives my family fun; (3) clear image for people of all ages; (4) facilities and programs fit families with children; (5) family relationship enhanced by the theme park experience; (6) facilities fits the theme of this park; (7) dining options are diverse; and (8) theme park atmosphere is joyous. Three items that measure "satisfaction" are as follows: (1) satisfied with the overall services; (2) theme park entry price is reasonable; (3) satisfied with the offered facilities overall. At last, three conventional items that measure "behavioral intentions" are: (1) revisit intention, (2) recommendation to family and/or friends, and (3) top choice of my future visit among many options.

The answered questionnaires were rated on a five-point Likert-type scale, ranging from 1 for strongly disagree to 5 for strongly agree. The data were then analyzed through a popular statistical program, SPSS 20 for Windows. After formulation of the questionnaire, 200 copies of the questionnaires were distributed to visitors of the selected theme park in Taipei City. The survey took place from February 20th to December 15th of 2019. From 200 returns, 180

answered questionnaires were deemed valid. The demographic profile of the survey is illustrated in Table 1, where 26% (n = 47) of the survey were answered by male, and 74% (n = 133) were answered by female. Other demographic characteristics of the theme park visitors are: marital status, age, education, occupation, number of accompany in this particular visit, number of children under 12 years-old in the visiting party, and the visitation number within a year, where each sample number and respective percentage are shown.

IV. RESULTS AND DISCUSSION

The one-way ANOVA results are shown in Table 2 (gender), Table 3 (marital status), Table 4 (age group), Table 5 (post-hoc of age groups), Table 6 (education level), Table 7 (occupation), Table 8 (accompany number), Table 9 (number of accompanied children), Table 10 (post-hoc of accompanied children), and Table 11 (times of visit in a year). Results showed insignificance by variance of either gender or marital status. However, by the age group, visitors aged between 26 and 35 years-old are more dissatisfied with the theme park's "facilities" than those of other age groups. The rational of this finding is that the age group of 26-35 are people entering the workforce, may have lesser financial resources, and may demand more return from their spending (on park fees). Hence, they rated "facilities" lower than visitors of other age groups. Conversely, visitors aged between 36 and 45 years-old have much higher "behavioral intentions" toward revisit of the theme park than visitors of other age groups. The rational of this finding would work along side the previous trend that this age group (36-45 years-olds) may have more financial security and spending power, thereby more likely to pay a return visit. In addition, this particular age group consisted of people more likely to have young children to bring to the theme park than visitors of other age groups. The variance significance by age group is validated by post hoc analysis where least-significant-difference (LSD) displayed satisfaction on both "facilities" and "behavioral intentions" but the more rigorous method (Scheffe comparison) is only satisfied for "behavioral intentions".

Table 1: Demographic characteristics of the respondents (n = 180)

Demographics		Number	Percentage
Gender	Male	47	26
	Female	133	74
Marital Status	Single / Divorced / Widowed	85	47
	Married	95	53
Age	18-25 years old	62	34
	26-35 years old	45	25
	36-45 years old	34	19
	46 years old or older	39	22
Education	High school or less	61	34
	4-year college	111	62
	Post graduate	8	4
Occupation	Self-employed	13	7
	Service industry	45	25
	Governmental	6	3
	Others	116	65
Accompany (include self)	3 persons or less	80	44
	4-6 persons	82	46
	7 persons or more	18	10
Accompanied child	None	77	43
	1 child	43	24
	2 children	44	24
	3 children or more	16	9
Visitation number (within a year)	1 time	115	64
	2 times	43	24
	3 times or more	22	12

Table 2: Visitors' response towards each construct (by gender)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	Male	47	3.8333	0.44910	0.833	.363
	Female	133	3.7556	0.51882		
Service quality	Male	47	3.7298	0.36708	0.538	.464
	Female	133	3.6827	0.38188		
Experience value	Male	47	4.1011	0.32307	0.035	.851
	Female	133	4.0902	0.34589		
Satisfaction	Male	47	3.8156	0.55084	3.056	.082
	Female	133	3.7549	0.43767		
Behavioral intentions	Male	47	3.9433	0.63823	1.378	.242
	Female	133	3.8269	0.54528		

$^*p < .05;\ ^{**}p < .01;\ ^{***}p < .001$

Table 3: Visitors' response towards each construct (by marital status)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	Single/Divorced/ Widowed	85	3.8333	0.44910	2.087	.127
	Married	95	3.7556	0.51882		
Service quality	Single/Divorced/ Widowed	85	3.7907	0.54421	2.083	.128
	Married	95	3.7456	0.45924		
Experience value	Single/Divorced/ Widowed	85	3.8561	0.39287	2.350	.098
	Married	95	3.7411	0.36217		
Satisfaction	Single/Divorced/ Widowed	85	4.1250	0.37680	0.734	.481
	Married	95	4.0553	0.30166		
Behavioral intentions	Single/Divorced/ Widowed	85	3.9309	0.55367	0.844	.432
	Married	95	3.8982	0.39522		

$^*p < .05;\ ^{**}p < .01;\ ^{***}p < .001$

Table 4: Visitors' response towards each construct (by age group)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	18-25 years old	62	3.8360	0.56820	3.789	.011[*]
	26-35 years old	45	3.5667	0.40107		
	36-45 years old	34	3.8922	0.45298		
	46 years old or older	39	3.8205	0.47968		
Service quality	18-25 years old	62	3.8435	0.39156	2.311	.078
	26-35 years old	45	3.7244	0.41350		
	36-45 years old	34	3.8941	0.32468		
	46 years old or older	39	3.7128	0.33260		
Experience value	18-25 years old	62	4.0988	0.35001	1.920	.128
	26-35 years old	45	4.0083	0.37914		
	36-45 years old	34	4.1912	0.32746		
	46 years old or older	39	4.0962	0.26198		
Satisfaction	18-25 years old	62	3.9677	0.58428	1.697	.169
	26-35 years old	45	3.8370	0.41208		
	36-45 years old	34	4.0294	0.37933		
	46 years old or older	39	3.8376	0.38897		
Behavioral intentions	18-25 years old	62	3.7742	0.72873	4.515	.007[**]
	26-35 years old	45	3.8370	0.33801		
	36-45 years old	34	4.1569	0.44370		
	46 years old or older	39	3.7607	0.52953		

[*]$p < .05$; [**]$p < .01$; [***]$p < .001$

Table 5: Post-hoc test by LSD and Scheffe for age group

Construct	(I) > (J)	Difference	Sig.	Method
Facilities	(A) > (B)	0.26935	.006**	LSD
			.052	Scheffe
	(C) > (B)	0.32549	.004**	LSD
			.039*	Scheffe
	(D) > (B)	0.25385	.019*	LSD
			.137	Scheffe
Behavioral intentions	(C) > (A)	0.38267	.002**	LSD
			.018*	Scheffe
	(C) > (B)	0.31983	.012*	LSD
			.098	Scheffe
	(C) > (D)	0.39618	.003**	LSD
			.029*	Scheffe

(A) = 18-25 years old; (B) = 26-35 years old; (C) = 36-45 years old; (D) = 46 years old or older
$^*p < .05$; $^{**}p < .01$; $^{***}p < .001$

The results (Tables 6, 7, and 8) displayed insignificance by the variance of education level, occupation, and accompanied number (total of adult/child) of the park visit. However, the variance of accompanied child number (Table 9) would show significance. Post hoc analysis (Table 10) showed that visitors with two children are much more satisfied with the theme park's "facilities", "service quality", and "experience value", as well as higher "behavioral intentions" toward a repeat visitation than those with other accompanied child numbers. The validation exhibited more significance toward the construct of "facilities" and "behavioral intentions" than the construct of "service quality" and "experience value. The rational of the finding is that people with three children or more may have a larger age disparity among their children; hence, making their family more difficult to enjoy the park's "facilities" and "service quality". On the other hand, visitors with two children may have a much smaller gap of age difference, allowing their family to enjoy the park's "facilities", "service quality", and "experience value" more easily together; hence, their "behavioral intentions" much higher than the other groups. Although visitors with no child or one child enjoyed the park's "facilities", their level of enjoyment is just not as high as those with two children. At last, Table 11 showed that the variance of park visitation frequency played no significance toward any of the constructs.

Table 6: Visitors' response towards each construct (by education)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	High school or less	61	3.8005	0.46926	0.435	.648
	4-year college	111	3.7733	0.51138		
	Post graduate	8	3.6250	0.63465		
Service quality	High school or less	61	3.7377	0.30885	3.018	.051
	4-year college	111	3.8063	0.39480		
	Post graduate	8	4.0750	0.50920		
Experience value	High school or less	61	4.0451	0.26124	1.764	.174
	4-year college	111	4.1284	0.36520		
	Post graduate	8	3.9688	0.45193		
Satisfaction	High school or less	61	3.8306	0.40653	1.730	.180
	4-year college	111	3.9580	0.50476		
	Post graduate	8	4.0417	0.41547		
Behavioral intentions	High school or less	61	3.8907	0.55685	0.252	.778
	4-year college	111	3.8498	0.58902		
	Post graduate	8	3.7500	0.46291		

$^{*}p < .05; ^{**}p < .01; ^{***}p < .001$

Table 7: Visitors' response towards each construct (by occupation)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	Self-employed	13	3.8462	0.36300	0.712	.546
	Service industry	45	3.7963	0.54575		
	Governmental	6	3.5000	0.39441		
	Others	116	3.7759	0.50229		
Service quality	Self-employed	13	3.8154	0.33874	0.362	.780
	Service industry	45	3.7667	0.34245		
	Governmental	6	3.9333	0.18619		
	Others	116	3.7966	0.40280		
Experience value	Self-employed	13	4.1250	0.26124	0.570	.982
	Service industry	45	4.1000	0.36520		
	Governmental	6	4.0833	0.42753		
	Others	116	4.0873	0.40227		
Satisfaction	Self-employed	13	4.2051	0.37363	1.764	.156
	Service industry	45	3.8815	0.52779		
	Governmental	6	3.8889	0.17213		
	Others	116	3.9023	0.46317		
Behavioral intentions	Self-employed	13	3.8462	0.25975	0.062	.980
	Service industry	45	3.8296	0.53476		
	Governmental	6	3.8889	0.17213		
	Others	116	3.8707	0.62442		

$^{*}p < .05; ^{**}p < .01; ^{***}p < .001$

Table 8: Visitors' response towards each construct (by accompany number, including self)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	3 persons or less	80	3.7500	0.55245	2.391	.094
	4-6 persons	82	3.8455	0.47052		
	7 persons or more	18	3.5741	0.32450		
Service quality	3 persons or less	80	3.7763	0.37829	0.473	.624
	4-6 persons	82	3.7963	0.40596		
	7 persons or more	18	3.8722	0.20809		
Experience value	3 persons or less	80	4.0953	0.38783	2.084	.128
	4-6 persons	82	4.1235	0.31334		
	7 persons or more	18	3.9444	0.13020		
Satisfaction	3 persons or less	80	3.8667	0.50204	1.267	.284
	4-6 persons	82	3.9797	0.42341		
	7 persons or more	18	3.8704	0.53796		
Behavioral intentions	3 persons or less	80	3.7875	0.65656	2.711	.069
	4-6 persons	82	3.9634	0.52117		
	7 persons or more	18	3.7037	0.19433		

$^*p < .05; ^{**}p < .01; ^{***}p < .001$

Table 9: Visitors' response towards each construct (by accompanied child number)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	None	77	3.7749	0.53309	11.407	.000***
	1 child	43	3.6667	0.46434		
	2 children	44	4.0530	0.39502		
	3 children or more	16	3.3125	0.14751		
Service quality	None	77	3.7948	0.42578	3.410	.019*
	1 child	43	3.7163	0.31843		
	2 children	44	3.9273	0.33506		
	3 children or more	16	3.6437	0.28976		
Experience value	None	77	4.0325	0.35783	3.628	.014*
	1 child	43	4.0785	0.35352		
	2 children	44	4.2330	0.20848		
	3 children or more	16	4.0391	0.20268		
Satisfaction	None	77	3.8571	0.6056	1.857	.139
	1 child	43	3.8992	0.31316		
	2 children	44	4.0606	0.37543		
	3 children or more	16	3.8750	0.20638		
Behavioral intentions	None	77	3.6840	0.72122	6.044	.001**
	1 child	43	3.8992	0.41490		
	2 children	44	4.1212	0.36720		
	3 children or more	16	3.8750	0.16667		

$^*p < .05; ^{**}p < .01; ^{***}p < .001$

Table 10: Post-hoc test by LSD and Scheffe for accompanied child number

Construct	(I) > (J)	Difference	Sig.	Method
Facilities	(A) > (D)	0.46239	.000***	LSD
			.005**	Scheffe
	(B) > (D)	0.35417	.010**	LSD
			.081	Scheffe
	(C) > (A)	0.27814	.002**	LSD
			.020*	Scheffe
	(C) > (B)	0.38636	.000***	LSD
			.002**	Scheffe
	(C) > (D)	0.74053	.000***	LSD
			.000***	Scheffe
Service quality	(C) > (D)	0.28352	.009**	LSD
			.080	Scheffe
	(C) > (A)	0.20049	.002**	LSD
			.019*	Scheffe
Experience value	(C) > (B)	0.15447	.031*	LSD
			.199	Scheffe
	(C) > (D)	0.19389	.047*	LSD
			.265	Scheffe
	(B) > (A)	0.19389	.041*	LSD
			.240	Scheffe
Behavioral intentions	(C) > (A)	0.43723	.000***	LSD
			.001**	Scheffe
	(C) > (B)	0.43723	.061*	LSD
			.316	Scheffe

(A) = none; (B) = 1 child; (C) = 2 children; (D) = 3 children or more
*$p < .05$; **$p < .01$; ***$p < .001$

Table 11: Visitors' response towards each construct (by visitation number within a year)

Construct		N	Mean	S.D.	F-value	Sig.
Facilities	1 time	115	3.7942	0.50645	2.866	.060
	2 times	43	3.8450	0.54116		
	3 times or more	22	3.5455	0.31363		
Service quality	1 time	115	3.8374	0.34779	2.415	.092
	2 times	43	3.7488	0.48175		
	3 times or more	22	3.6636	0.24985		
Experience value	1 time	115	4.0837	0.36074	0.128	.880
	2 times	43	4.1134	0.31554		
	3 times or more	22	4.1023	0.27178		
Satisfaction	1 time	115	3.8638	0.49735	2.618	.076
	2 times	43	4.0543	0.48757		
	3 times or more	22	3.9394	0.16703		
Behavioral intentions	1 time	115	3.8029	0.56523	1.579	.209
	2 times	43	3.9690	0.70077		
	3 times or more	22	3.9394	0.13159		

$^*p < .05$; $^{**}p < .01$; $^{***}p < .001$

As shown in Figure 1, multiple regression analysis showed that customers' "behavioral intentions" was driven mostly by "customer satisfaction" (at .580***), followed by "facilities" (at .437***), "experience value" (at .384***), and "service quality (at .317***). Customers' "satisfaction" was influenced mostly by customers' "experience value" (at .497***), followed by "facilities" (at .455***) and "service quality" (at .381***). Customers' "experience value" was influenced more by "facilities" (at .476***) than "service quality" (at .408***). The regression analysis showed that theme park's facilities would influence visitors' experience value, satisfaction, and behavioral intentions much more than the influence from service quality. Unlike other business entities (such as restaurants, retail stores, or hotels), people pay visits to theme parks for facilities much more than service quality.
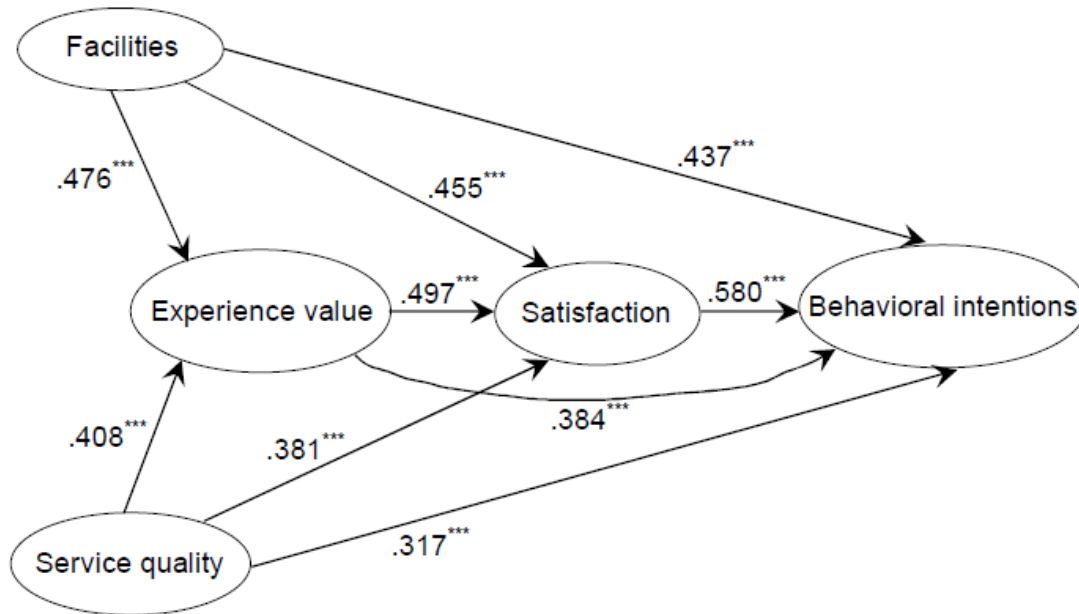
Figure 1: Relationships of facilities, service quality, experience value, satisfaction, and behavioral intentions from urban theme park visitors

V. CONCLUSION

The relationships among theme park's facilities, service quality, experience value, customer satisfaction, and behavioral intention were identified that facilities would influence customers' experience value, satisfaction, and behavioral intentions much more than service quality would. The level of influence towards customers' behavioral intentions would go by the order of customer satisfaction, theme park facilities, customers' experience value, and service quality at the very least. Visitors' gender, marital status, education, occupation, total (adults/children) accompanied number, visitation frequency played no statistical significance toward theme park's facilities, service quality, customers' experience value, satisfaction, and behavioral intentions. However, it was found that visitors aged between 26 and 35 years-old are more dissatisfied with the theme park's "facilities" than those of other age groups due to the fact that this particular group of people may be more financially challenged to be pickier toward what they have paid for. Conversely, visitors aged between 36 and 45 years-old are much more likely to pay a return visit due to more financial resources, as well as more likely to have children of suitable age for park visitation.

Visitors who brought two children to the park have much higher satisfaction towards theme park facilities, service quality, and experience value, as well behavioral intentions than those with

other number of accompanied children. It is reasoned that the age gap between accompanied children may influence the level of enjoyment where visitors with three children enjoyed the park much less. Hence, it is recommended that theme park management shall design activities and/or programs suiting children of all age for simultaneous participation.

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