

A Study of the Relationships Among Servicescape, Interpretation Service Quality, and Tourists' Behavioral Intentions in Tourism Factory

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(Date Received: September 7, 2010; Date Accepted: September 26, 2011)

【Abstract】 The purpose of this study was to examine the relationships among servicescape, interpretation service quality, and tourists' behavioral intentions as well as clarify the mediating effect of overall service quality, positive affect, and perceived value in their relationships. A total of 562 valid questionnaires were collected from a sample of tourism factory tourists in Central Taiwan. Structural equation modeling was used to estimate a model linking servicescape, interpretation service quality to tourists' behavioral intentions. The results show that both servicescape and interpretation service quality have indirect positive effect on tourists' behavioral intentions, and overall service quality, positive affect, and perceived value as the mediator in their relationships. Besides, perceived value is a main factor affecting tourists' behavioral intentions, overall service quality is a main factor affecting perceived value, and servicescape is a main factor affecting overall service quality.

【Keywords】 Tourism factory, Servicescape, Interpretation service quality