

The Influence of Service Attributes on Customer Behavioral Intentions in the Bed and Breakfast Industry-Using Relationship Quality as a Mediate Variable

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【Abstract】 The recent rapid development of bed and breakfasts (B&Bs) in Taiwan has provided an important accommodation option for Taiwanese people when planning recreational activities. However, the varying quality of B&B services has resulted in numerous customer complaints. Since B&Bs have an increasingly significant influence on the development of local tourism industries, how should we develop an effective assessment model to examine B&B users' evaluations and satisfaction of services has become a crucial issue in B&B management and related recreational planning. In view of the importance of the issue, this study attempts to explore the relationships among "B&B service attributes," "relationship quality," and consumers' "behavioral intentions" by using questionnaire survey and structural equation modeling (SEM) method to study the cognition of B&B users. The result shows that factors of service attributes including "interaction quality," "characteristic similarity," and "physical environments" have significant positive influence on B&B users' "perceived performance excellence", and that the degree of "performance excellence" perceived by B&B users will also influence the "relationship quality" between the B&B service providers and B&B users. In addition, it is found that "relationship quality" has positive influences on the "behavioral intentions" of the B&B consumers and that "relationship quality" serves as a mediate variable between "service attributes" and customers' "behavioral intentions." Finally, based on the empirical findings, this paper provides suggestions to B&B management in order to as a reference for related decision-making.

【Keyword】 Bed-and-Breakfast (B&B), Service Attribute, Relationship Quality, Behavioral Intentions, Structural Equation Modeling