

Exploring Equestrian Enterprises and Examining the Relationship between Service Experiences and Loyalty of Recreationists among Equestrian Clubs

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【Abstract】 This study aims to explore the business and administration pattern of equestrian enterprises as well as to examine the relationship between service experience, attitudinal loyalty, and behavioral loyalty using samples of equestrian recreationists. Data collection was performed using field survey and on-site questionnaire survey. Descriptive statistics were analyzed using SPSS 17.0 for Windows and confirmatory factor analysis and structural equation model analysis were performed using LISREL 8.70 for Windows. The results indicated that there are approximately 40 equestrian enterprises distributed widely in Taiwan. The business and administration type has been classified into four types: equestrian club, foster care, hippotherapy, and horse ranch, in which the equestrian club is dominant for recreationists. Analytical results indicated that the facility dimension positively and significantly affected attitudinal loyalty directly and behavioral loyalty indirectly. Service experience positively and significantly affected attitudinal loyalty directly and affected behavioral loyalty indirectly. Attitudinal loyalty mediated the relationship between service experience and behavioral loyalty. The paper concludes by identifying the conceptual relationships and discussing the practical management implications of the findings.

【Keywords】 Equestrian club, Service experience, Loyalty