The Study of the Effects of Visitor’s Stay Experiences on Revisiting Intention at Green Island B & B, Taiwan

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ABSTRACT

The quantities of B & B increased rapidly following the policy of two days weekend since 2003 in Taiwan. B & B is not only a place for stay overnight, but also offers the guide tour to experience local nature and culture. A high quality tour, in addition of the staying situations in lodge, is expected for customer to experience the local cultural and natural landscape which may increase the satisfaction of stay experience in B & B. Meanwhile, such satisfied experiences always become the base of word of mouth marketing while managing lodging industry. Therefore, the purpose of this research was to examine the effects both of importance of stay experience and satisfaction of stay experience on customer revisiting intension to Green Island B & B, Taiwan.

The structured questionnaire, including respondent’s personal background, characteristics of stay in B & B, importance of stay experience, satisfaction of stay experience, and revisit intension. Data collection was conducted from Aug. to Sep. 2015 by using combination stratified with convenience sampling methods with totally 416 valid samples obtained for further analysis. Different statistical methods such as descriptive statistic, t-test, ANOVA, and multiple liner regression under statistical software SPSS 18.0 version were employed in order to understand the distribution of essential information as well as to test the research hypothesis.

The basic information of samples’ personal characteristics show mainly as female, aged young and middle, unmarried, educated at college level, majored service, student, and other occupation. The results of statistical analysis show that strong direct effects of satisfaction of stay experience, compared to importance of stay experience, on revisit intention. Different models reveal that the importance and satisfaction of stay experience of lodge’s customers are able to predict positively the revisit intension. However, the regression model’s adjusted R2 range fr...

Keywords: B & B in Green Island, importance/satisfaction of stay experience, revisit intention

REFERENCES

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