The Effects of Experiential Quality, Experiential Emotion, Experiential Value toward loyalty—
A Case Study of Marine Ranching Visitors in Penghu

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摘要

本研究主要探討影響澎湖海洋牧場遊客未來重遊與推薦等行為意向之相關因素，藉以瞭解體驗品質、體驗情緒、體驗價值對遊客忠誠度的影響，使業者意識到體驗行銷之重要。本研究以到澎湖菜園地區兩處海洋牧場體驗之遊客為研究對象，採用問卷調查的方式，共發出400份，回收378份有效樣本，有效回收率為94.5%，問卷回收後使用SPSS12.0統計軟體進行描述性統計、獨立樣本t檢定、探索性因素分析和LISREL8.80版統計軟體進行驗證性因素分析及結構方程模式。研究結果發現，澎湖海洋牧場遊客體驗品質與體驗情緒之間存在顯著的正相關。遊客的體驗變數（體驗品質、體驗情緒、體驗價值）與其忠誠度存在著正相關。遊客之體驗變數會影響其忠誠度；澎湖海洋牧場遊客的體驗情緒對體驗價值，體驗情緒對忠誠度均具有正向的影響。體驗品質可以透過體驗情緒、體驗價值對忠誠度產生間接的影響，依據研究結果本研究對澎湖觀光相關產業提出建議。

關鍵字：海洋牧場、體驗品質、體驗情緒、體驗價值、忠誠度
Abstract

The diversity of ecological environment in Penghu not only accelerates the development of fishery in Penghu, but also brings the transformation of local leisure fishery. Ecological experience activities of marine can continuously sustain the oceanic productivity and fishery development to lead a new life of the ocean in Penghu by ameliorating fishing grounds, cultivating their resources, and combining with recreation, which can increase the added value of fisheries production. This research is to explore visitors' behavior affected by experience variants such as experience quality, experience emotion, and experience value, which can make the owner of maritime prairie realize the importance of experience marketing. Using visitors who came to Penghu marine prairie to have experience as research subjects, this research dispatched 400 questionnaires. 378 valid questionnaires were collected, and the valid return rate was 94.5%. Descriptive statistics, t-test, factor analysis, SEM, were carried out after collecting these valid questionnaires. This research found that a positive correlation was apparently existed between experience quality and experience emotion of Penghu marine prairie visitors; a positive correlation was also appeared obviously between experience emotion and experience value. The experience variants (experience quality, experience emotion, and experience value) and their loyalty were positively correlated. Visitors’ experience variants could impact positively their loyalty. In this process, visitors’ experience emotion positively impacted their experience value, and experience emotion
positively impacted loyalty. Experience quality can indirectly affect visitors’ loyalty through experience value, and experience emotion. Due to the results, implications are discussed and concrete managerial recommendations are developed for tourism industry in Penghu.

Keywords: Marine Ranching, Experience Quality, Experience Emotion, Experience Value, Loyalty