The Effects of Store’s Atmosphere of Penghu Aquarium on its Tourists’ Satisfaction: The Mediating Effects of Experiential Value and Consumer Emotions

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摘要

本研究旨在探讨澎湖水族馆的游客对于馆内的气氛、体验价值、消费者情绪与顾客满意度之关系。调查期间共发出400份问卷，回收有效问卷331份，有效回收率为82.8%。回收之有效样本以研究目的及假设验证之需，分别采用描述性统计、项目分析、信度分析、单因子变异数分析、雪费尔事后比较、相关分析与SEM结构分析，进行资料分析，结果发现：展馆气氛对顾客满意度不具影响；展馆气氛对消费者情绪具正向影响；体验价值对顾客满意度具正向影响；消费者情绪对顾客满意度具正向影响；展馆气氛与顾客满意度之间无显著相关，透过体验价值中介作用而正向影响顾客满意度；展馆气氛与消费者情绪有高度正相关，且会藉由消费者情绪中介作用而正向影响顾客满意度。

关键词：澎湖水族馆、展馆气氛、体验价值、消费者情绪、顾客满意度
Abstract

This thesis studies the relationship among store atmosphere, experiential value, consumer emotions and customer satisfaction displayed by tourists in Penghu aquarium. Through the 400 samples were picked out to fill out the questionnaire. Out of the 400 the questionnaires distributed, 331 valid copied were collected, reaching to the rate of 82.8%. After processing the data with descriptive statistics, item analysis, t-test, one-way ANOVA, Scheffe-test, correlation analysis and SEM analysis, we got the following generalization: First of all, the store atmosphere has few effects on customer satisfaction. Secondly, store atmosphere has positive influence on experiential value. Third, store atmosphere has positive influence on consumer emotions. Forth, experiential value has positive influence on customer satisfaction. Fifth, consumer emotions have positive influence on customer satisfaction. Sixth, the store atmosphere and experiential value have highly positive relation and the customer satisfaction can be improved through it. Seventh, the store atmosphere and consumer emotions have highly positive relation. Hence, the customer satisfaction can be improved through it.

Key Words: Penghu Aquarium, Store Atmosphere, Experiential Value, Consumer Emotions, Customer Satisfaction.