A study of service model among interactive marketing, service value, customer satisfaction and behavior intention: A case of I-Lan area leisure farm in Taiwan

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In the current service literature, most researches focus on either physical facility or service personnel. There is little attention to the factor of service process. Therefore, in this paper, the service process into the dimension of interactive marketing was added. This paper tried to link three factors of interactive marketing: service value, customer satisfaction and behavior intention to develop a new service model and to discuss the influential effect and relationship among these factors. By doing these, the leisure business manager could control the key factors and make a success for developing leisure farm business. The results revealed that certain relationships between the structures did appear to respond to each other. These were: (1) interactive marketing (service personnel, physical facility and service process) had a significant positive direct effect on customer satisfaction; (2) physical facility and service process also had a significant positive direct effect on service value, but service personnel did not; (3) interactive marketing through service value or/and customer satisfaction, had a positive indirect effect on behavior intention; (4) service value and customer satisfaction had a significant positive direct effect on behavior intention.

Key words: Interactive marketing, service value, customer satisfaction, behavior intention.

INTRODUCTION

Since most of the researches of service contact papers are focused on either physical facility or service personnel in the current service literature, they pay little attention to the factor of service process. There are also little papers discussing the linkage of interactive market, customer satisfaction and behavior. Therefore, in this paper, the service process into the dimension of interactive marketing was added. The study tries to link these three factors of interactive marketing, service value, customer satisfaction and behavior intention to develop a new service model and to discuss the influential effect and relationship among these factors.

In recent years, the government in Taiwan struggled in developing agriculture changing, and brought in the flourishing of agriculture leisure business. The leisure farm business becomes a new business type of the linkage of agriculture, manufacture, and service industry.

Hence, the producer of traditional farm needs to add the service economy concept to agriculture management, and this is a great challenge for agriculture leisure farm. However, the rising of leisure farm creates more and more competition, the farm manager is forced to enhance mutual activity with customer, promote customer satisfaction, and understand the customer behaviors.

Moreover, even when there were some case studies for I-Lan area leisure farm in the referenced papers; the study did not find that interactive marketing or linkage of the customer behavior was discussed. In this paper, the authors try to develop the service model among interactive marketing, service value, customer satisfaction and behavior intention using the empirical case of leisure farm in I-Lan area. The operation of this research includes questionnaire for tourist answering and a series of statistical factor analysis processes. And eventually, the related information of visitor concerning the physical facility, service value and customer satisfaction, etc., could be understandable. This is not only for academics, but also for industry application in leisure farm business.
INTERACTIVE MARKETING

How to provide the mutual interaction with customers is the core value for many industries, this includes a series of complicated service processes. Gronooros (1984) considered that traditional marketing of 4Ps was insufficient for supporting service business industry, and he proposed a golden triangle concept of marketing pillars of company, customer, and service. This proposal showed the important role of service provider by adding into the factors of internal marketing and interactive marketing. Alternatively, the interactive marketing is mainly focused on interactive relation between service provider and customer. In this paper, the authors considered that interactive marketing is the required skill for employer in dealing with the contact process of a customer. Hence, service contact is very similar with interactive marketing.

SERVICE VALUE

Parasuraman et al. (1985) proposed the index of service value, and it was the customer evaluation of service reception from service process and result of service provider. Parasuraman et al. (1988) considered that service value is an individualized and high abstract cognition, and it is a trade off between getting and paying of customer.

Not all of the customers choose the highest quality product or service if they are lacking money and could not afford to buy it, this will bring a consequence where the service efficiency of high quality product is less than the one of slightly lower quality which customer can accept. This indicates cognition of service value.

SATISFACTION

Howard and Sheth (1969) applied the satisfaction concept in consumer theory, they considered that satisfaction indicates the psychology status of customer if he can achieve between paying and getting. Oliver (1981) considered that satisfaction is an emotional reaction of customer, satisfaction and dissatisfaction indicates the comparison result between expectation before purchasing and result after purchasing. Woodside et al. (1989) considered that satisfaction is the degree of like and dislike after consuming behavior.

BEHAVIOR INTENTION

Oliver (1980) considered that a service or product attitude comes from the individual outgoing experience of consumer. According to the research result of Zeithaml et al. (1996), behavior tendency can be divided into favorable and unfavorable behavior intentions. Favorable behavior denotes the good tendency to the company and customers alike, to enhance the relationship. On the contrary, unfavorable behavior denotes the bad tendency to the company, where customer will choose to get away and reduce the purchasing volume of company product. Hence, behavior tendency is an index of 'if company can leave the customer or not'.

RESEARCH MODEL AND ARCHITECTURE

This research is to understand the relationship among interactive marketing, service value, customer satisfaction and behavior intention in a case of I-Lan area leisure farm in Taiwan. Furthermore, the author hopes to build a service model of interactive marketing, service value, customer satisfaction and behavior intention. The architecture of research model in this paper is shown in Figure 1.

RESEARCH VARIABLES AND QUESTIONNAIRE DESIGN

In order to increase the readership of this paper, the authors need to clearly denote the following definitions of important words as follows:

(1) Interactive marketing: this denotes mutual activity between server and customer under the service process and facility environment.
(2) Service personnel: this denotes personnel or employer in the process of customer interactive under the service process and facility environment.
(3) Service process: this denotes procedure or mechanism in the process of customer actual experience for accepting service.
(4) Physical facility: this denotes environment or place in the process of customer actual experience for accepting service.
(5) Service value: this denotes consuming consciousness or product cost in the process of customer interactive under the service process and facility environment.
(6) Customer satisfaction: this denotes customer anticipation or acknowledgement or utility in the process of customer interactive under the service process and facility environment.
(7) Behavior intention: this denotes customer reaction or tendency or incline in the process of customer interactive under the service process and facility environment.

On the other hand, in the research of questionnaire content design, the authors mainly reference the current service contact issues of the lectures, and also employ...
the service marketing industry related research items. The content of this questionnaire design includes seven components: service personnel, service process, physical facility, service value, customer satisfaction, behavior intention and participant basic information. All the components are measured by using Likert's 5-point scale except participant basic information component.

**Research hypothesis**

There are few empirical studies discussing the relationship between interactive marketing and service values. However, from the indirect research, there exists some relationship between these two factors. Michael and Keith (1996) proposed the viewpoint that the performance of employer could affect the customer service value. Hence, the interactive process and deployment of physical facility will bring the consciousness of service value for customer. Simultaneously, the service value is not only an estimation of price, but also the consciousness of utility for customer in the integrated service process. In this research, the authors are focused on the interactive scenario of service personnel, service process, physical facility and tourist. By this interactive scenario, the tourist can derive the consciousness of service value. The research model is based on the following alternative hypothesis 1 to 3:

- $H_1$: Service personnel had favorable effect on customer service value
- $H_2$: Service process had favorable effect on customer service value
- $H_3$: Physical facility had favorable effect on customer service value

In the leisure industry, service personnel and physical facility are two important causes attracting tourist to visit. Wu (2003) found out that there existed significant favorable relation between customer satisfaction and physical facility and there also existed significant favorable relation between customer satisfaction and service personnel quality in international hotel industry. Wu (1988) pointed out that environment facility, employer performance information, and customer satisfaction had significant correlation mutually. Here, employer performance information denotes the service personnel in this paper. Besides, service process is also a key factor related to customer satisfaction in the process of customer contact. Hence, the research model is based on the following alternative hypothesis 4 to 6:

- $H_4$: Service personnel had favorable effect on customer satisfaction
- $H_5$: Service process had favorable effect on customer satisfaction
- $H_6$: Physical facility had favorable effect on customer satisfaction

Fornell et al. (1996) considered that consciousness quality is the most important affecting factor in the integrated service satisfaction. The second affecting factor is the value of service. In some empirical research (Park et al., 2004; Cronin et al., 2000), there existed significant favorable relation between customer satisfaction and consciousness value. Bigne et al. (2001), and Petrick and Backman (2002) found out that consciousness may affect the willingness of customer purchase. Choi et al. (2004) pointed out that there existed significant favorable relation between patient satisfaction and service value in his case study of health check of South Korea. Paul and Richard (1997) considered that service value and satisfaction are the key factors for the willing of customer re-purchasing and there existed significant favorable relation. Accordingly, the research model is based on the following alternative $H_7$:...
H7: Service value had favorable effect on customer satisfaction.

Monroe and Krishnan (1985) considered that the higher consciousness quality is, the more willing will be for customer to purchase product. Choi et al. (2004) found out that service value may affect the willingness of patient to do the health check again. In reviewing of the foregoing, the research model is based on the following alternative H8:

H8: Service value had favorable effect on behavior intention.

Garbarino and Johnson (1999), and Athanassopoulos (2000) considered that loyalty, confidence, and commitment are three important factors for customer satisfaction. There existed favorable relation between loyalty and customer purchase behavior. Hence, this will affect a consumer willing to buy it again, according to the integrated satisfaction. Paul and Richard (1997) found that customer satisfaction and service value are important factors to customer purchase, willingly. Rechinhheld and Sasser (1990) also considered that customer satisfaction can increase customer loyalty, that is, customer will increase the numbers and volumes of purchasing product. Baker and Crompton (2000) considered that there existed favorable relation between satisfaction and customer purchase behavior. In reviewing of the foregoing, the research model is based on the following alternative H9:

H9: Customer satisfaction had favorable effect on behavior intention

METHODOLOGY

Questionnaire pretest and data collection

Completing the design of questionnaire, it is needed to do some modifications unto contents of this questionnaire through the opinions of specialists. After that, for confidence assurance, the pretest of this questionnaire was held. From the results of pretest, 52 tourists of leisure farms of I-Lan area in Taiwan, the confidence of variable in this questionnaire is above 0.8. Hence, the authors can assure that the questionnaire content is very stable.

In the formal sampling survey, the authors hope the analysis to be 0.95 and make certain that the error of estimation does not exceed 0.04, the sample size is determined above 600. Secondly, for the sample objectivity, 21 leisure farms I-Lan area in Taiwan are randomly selected, and delivered the number of questionnaires according to the proportion of tourist number in 2005 for each leisure farm. Finally, 730 questionnaires were collected from 21 leisure farms, after checking and surveying carefully, 604 were effective and available samples.

RESULTS

Data descriptions

Concerning 604 sampling data, male tourists take 55.3%, female 44.7%. Tourists aged 18 to 29 years take 36.6% of the highest proportion, age 30 to 39 years take 29.8%, age 40 to 49 years take 25.5%, age 50 years and above take 8.1% of the least proportion. Tourists married with children take 43.0% of the highest proportion; singles take 42.5%, married with no kids take 14.5%. Tourists graduated from university take 40.6% of the highest proportion, graduated from college take 23.2%, senior high school educated level take 19.0%, master or doctor degree take 11.1%, junior high school educated level take 4.3%, elementary educated level take 1.8%. Tourists working in service department take 40.6% of the highest proportion; jobless persons take 31.1%, work in government department take 15.2%, and work in agriculture or industry take 13.1%. Tourists live in northern part of Taiwan take 51.0% of the highest proportion, I-Lan area takes 20.2%, eastern part of Taiwan takes 17.2%, central part of Taiwan takes 7.0%, southern part of Taiwan takes 7.0%.

Reliability and validity analysis

Firstly, the reliability and validity analysis of each item is to analyze and understand the individual item of the questionnaire. Hereby, the authors, on the one hand, could realize the fitness of responding to the real situation, while on the other hand, they delete items that are not suitable. For the reliability test, this study used Cronbach's α coefficient of individual item after deleting unsuitable items, that is, if α coefficient is less than overall reliability value, it indicates that this item has some kind of contribution unto the research variables. This item is suggested to be reserved in the study. On the contrary, it is necessary to delete this item. For the validity test, by using Kerlinger (1986), this study constructed a correlation test between individual item score and overall item score. The higher correlation coefficient indicated that this item had more validity. Secondly, this research used Cronbach's α coefficient as the accordance of overall reliability test. The results showed that Cronbach's α coefficient of service personnel, service process, physical facility, service value; service satisfaction and behavior intention were granted in order 0.907, 0.918, 0.892, 0.936, 0.921 and 0.913. All indexes are greater than 0.8. Therefore, the variables in this study are with higher reliability in overall estimation. Table 1 shows the results of individual item and overall item analysis.

Factor analysis of research variables

There are many items in each research variable in this study, and for the convenience of explanation, it is necessary to reduce the number of variables. Factor analysis could extract some representative factors from many items. These representative factors are considered as the measure variables in this study. Accordingly, the items of each research variable use the principle components analysis associated with varimax method to orthogonal rotation for deriving common factors.
Table 1. Analytical result of individual item and overall item.

<table>
<thead>
<tr>
<th>Research variable</th>
<th>Number of initial item</th>
<th>Number after deleting not suitable item</th>
<th>Cronbach’s α coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service personnel</td>
<td>8</td>
<td>7</td>
<td>0.907</td>
</tr>
<tr>
<td>Service process</td>
<td>8</td>
<td>8</td>
<td>0.918</td>
</tr>
<tr>
<td>Physical facility</td>
<td>8</td>
<td>8</td>
<td>0.892</td>
</tr>
<tr>
<td>Service value</td>
<td>7</td>
<td>7</td>
<td>0.936</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>7</td>
<td>7</td>
<td>0.921</td>
</tr>
<tr>
<td>Behavior intention</td>
<td>7</td>
<td>4</td>
<td>0.913</td>
</tr>
</tbody>
</table>

individually. Furthermore, the authors extracted that the cumulative percent of variance is over 70% factors for advanced study. The factor analysis results are shown thus:

**Service personnel**

Extracting 2 factors from 7 items, it is named as kind service and information provision individually. The factor of kind service is consisted of 5 items, and the factor of information provision is consisted of 2 items. The cumulative variance of these two factors and overall service personnel were granted in order 64.96, 13.19 and 78.15%.

**Service process**

Extracting 2 factors from 8 items, it is named as dedicated service and interactive reaction individually. The factor of dedicated service is consisted of 5 items, and the factor of interactive reaction is consisted of 3 items. The cumulative variance of these two factors and overall service process was granted in order 63.66, 11.15 and 74.81%.

**Physical facility**

Extracting 3 factors from 8 items, it is named as service facility, apparent index and service environment, individually. The factor of service facility is consisted of 4 items, the factor of apparent index is consisted of 2 items, and the factor of service environment is consisted of 2 items. The cumulative variance of these three factors and overall physical facility were granted in order 57.32, 11.43, 7.55 and 76.30%.

**Service value**

Extracting 2 factors from 7 items, it is named as conforming with anticipation and ultra anticipation, individually. The factor of conforming anticipation is consisted of 5 items, and the factor of ultra anticipation is consisted of 2 items. The cumulative variance of these two factors and overall service values were granted in order 72.8, 6.82, and 79.63%.

**Customer satisfaction**

Extracting 2 factors from 7 question items, it is named as overall satisfaction and actual experience individually. The factor of overall satisfaction is consisted of 4 items, and the factor of actual experience over is consisted of 3 items. The cumulative variance of these two factors and overall customer satisfaction were granted in order 68.22, 7.58 and 75.79%.

**Behavior intention**

Extracting 2 factors from 4 items, it is named as recommendation and willing to come again individually. The factor of recommendation is consisted of 3 items, and the factor of willing to come again is consisted of 1 item. The cumulative variance of these two factors and overall behavior intention were granted in order 79.48, 8.85 and 88.33%.

**Service model of research variables**

The purpose of this research is to build the service model among interactive marketing, service value, customer satisfaction and behavior intention, using Leisure Farm in I-Lan Area as an example. Hence, the research work is not only for overall model testing, but also for fitness analysis between sampling data and studied model. By doing these, it can verify the affecting degree among different measure variables and research variables. The software package of LISREL is used in this study.

**Model estimation and adjustment**

From this research analysis, we found out that the kurtosis of all measure variables is equal to 7.027, not
Table 2. Path estimated coefficients of the adjusted model.

<table>
<thead>
<tr>
<th>Path among research variable</th>
<th>Parameter estimation</th>
<th>Normalized solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service personnel -&gt; Satisfaction</td>
<td>0.123*</td>
<td>0.083*</td>
</tr>
<tr>
<td>Service process -&gt; Service value</td>
<td>0.694*</td>
<td>0.506*</td>
</tr>
<tr>
<td>Service process -&gt; Satisfaction</td>
<td>0.110*</td>
<td>0.089*</td>
</tr>
<tr>
<td>Physical facility -&gt; Service value</td>
<td>0.503*</td>
<td>0.413*</td>
</tr>
<tr>
<td>Physical facility -&gt; Satisfaction</td>
<td>0.293*</td>
<td>0.269*</td>
</tr>
<tr>
<td>Service value -&gt; Satisfaction</td>
<td>0.417*</td>
<td>0.465*</td>
</tr>
<tr>
<td>Service value -&gt; Behavior intention</td>
<td>0.215*</td>
<td>0.226*</td>
</tr>
<tr>
<td>Satisfaction -&gt; Behavior intention</td>
<td>0.768*</td>
<td>0.723*</td>
</tr>
</tbody>
</table>

* means the estimated value is reaching the significance 0.05.

Table 3. Estimation and testing of the measure errors.

<table>
<thead>
<tr>
<th>Measure error</th>
<th>Parameter estimator</th>
<th>Normalized solution</th>
<th>Standard error</th>
<th>T-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\varepsilon_1$</td>
<td>0.015</td>
<td>0.034</td>
<td>0.007</td>
<td>2.158*</td>
</tr>
<tr>
<td>$\varepsilon_2$</td>
<td>0.352</td>
<td>0.495</td>
<td>0.021</td>
<td>16.674*</td>
</tr>
<tr>
<td>$\varepsilon_3$</td>
<td>0.058</td>
<td>0.146</td>
<td>0.006</td>
<td>9.093*</td>
</tr>
<tr>
<td>$\varepsilon_4$</td>
<td>0.118</td>
<td>0.261</td>
<td>0.009</td>
<td>13.540*</td>
</tr>
<tr>
<td>$\varepsilon_5$</td>
<td>0.058</td>
<td>0.132</td>
<td>0.012</td>
<td>4.838*</td>
</tr>
<tr>
<td>$\varepsilon_6$</td>
<td>0.440</td>
<td>0.566</td>
<td>0.027</td>
<td>16.097*</td>
</tr>
<tr>
<td>$\delta_1$</td>
<td>0.210</td>
<td>0.574</td>
<td>0.013</td>
<td>16.212*</td>
</tr>
<tr>
<td>$\delta_2$</td>
<td>0.165</td>
<td>0.335</td>
<td>0.014</td>
<td>11.910*</td>
</tr>
<tr>
<td>$\delta_3$</td>
<td>0.149</td>
<td>0.400</td>
<td>0.011</td>
<td>13.917*</td>
</tr>
<tr>
<td>$\delta_4$</td>
<td>0.152</td>
<td>0.375</td>
<td>0.011</td>
<td>13.403*</td>
</tr>
<tr>
<td>$\delta_5$</td>
<td>0.145</td>
<td>0.339</td>
<td>0.010</td>
<td>14.276*</td>
</tr>
<tr>
<td>$\delta_6$</td>
<td>0.075</td>
<td>0.170</td>
<td>0.009</td>
<td>8.794*</td>
</tr>
<tr>
<td>$\delta_7$</td>
<td>0.265</td>
<td>0.616</td>
<td>0.016</td>
<td>16.324*</td>
</tr>
</tbody>
</table>

* means that the estimated value is reaching the significance 0.05.

Exceeding 25.0, individual skew is in the range between -0.233 and -0.951, kurtosis ranged in -0.05 and 2.392, the absolute values all are not exceeding 3.0 and 10.0 (Kline, 1998), hence the use of maximum likelihood method to estimate the path coefficients between research variables. From the estimation result, the authors found out that the estimated coefficient of service personnel unto service value is not reaching the significance. Therefore, this path is deleted directly in this study. And the adjusted model and its coefficients of potential path are shown in Table 2.

Test of preliminary fit criteria for adjusted model

Bagozzi and Yi (1988) considered that the preliminary fit criteria of structural equation modeling are: (a) the measure error can not present the negative; (b) the measure error value is significant; (c) larger standard error is not allowed. From the result of Table 3, we found that measure error ($\varepsilon_1$-$\varepsilon_6$, $\delta_1$-$\delta_7$) of estimated parameters ($\lambda_x$, $\lambda_y$) are greater than 0, T-values of measure error are all significant and standard errors of parameters are in interval of 0.006 and 0.027. Hence, the whole scope should be acceptable for the adjusted model.

Test of overall model fit criteria for adjusted model

The purpose of goodness of fit test is to evaluate the fitness between model and collected data. The criteria are: (a) Chi-square value is not significant or Chi-square value ratio is smaller than 5; (b) GFI and AGFI are greater than 0.90; (c) RMSEA is smaller than or equal to 0.05. According to these three criteria, we derive that Chi-square value ratio is equal 4.821 and GFI 0.952, AGFI 0.893, RMSEA 0.0796, as shown in Table 4. Although AGFI and RMSEA are not reaching the benchmark, they are very close. Hence, the adjusted model is still acceptable.

Testing the fit of internal structure of model criteria

The purpose of the fit of internal structure test is to
Table 4. Evaluation of overall model fit for adjusted model.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Chi-square value ratio</th>
<th>RMSEA</th>
<th>GFI</th>
<th>AGFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>4.821</td>
<td>0.0796</td>
<td>0.952</td>
<td>0.893</td>
</tr>
</tbody>
</table>

Table 5. Evaluation of the fit of internal structure for adjusted model.

<table>
<thead>
<tr>
<th>Research variable</th>
<th>Composite reliability</th>
<th>Average variance extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service personnel</td>
<td>0.7033*</td>
<td>0.5453*</td>
</tr>
<tr>
<td>Service process</td>
<td>0.7596*</td>
<td>0.6123*</td>
</tr>
<tr>
<td>Physical facility</td>
<td>0.8300*</td>
<td>0.6250*</td>
</tr>
<tr>
<td>Service value</td>
<td>0.8443*</td>
<td>0.7356*</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>0.8866*</td>
<td>0.7965*</td>
</tr>
<tr>
<td>Behavior intention</td>
<td>0.7834*</td>
<td>0.6506*</td>
</tr>
</tbody>
</table>

* means that the value is reaching the benchmark

evaluate the significance of parameters inside the model and the confidence of research variables. The fit of internal structure of model criteria are: (a) the composite reliability (CR) is greater than 0.60; (b) the estimates of measure variable (λx, λy) are reaching the significance level; (c) the average variance extracted (AVE) is greater than 0.50. From the result of Table 5 and Figure 2, it can be found out that the values of CR are over 0.6, the values of AVE are also greater than 0.50, and the parameters (λx, λy) are all significant. In reviewing of the above, all of three judgments meet the minimum benchmark, and this will be a good quality relationship model.

Secondly, since the estimates of measure variable are all significant, it is shown that all the measure variables are of good reaction to the research variables. Hence, from estimates of measure variable, the study also understands the relative effects between measure variables and their research variable. In service personnel, the information provision factor has much effect than the kind service factor; in service process, the interactive reaction factor has much effect than the service arrangement factor; in physical facility, the apparently index factor has much effect than other factors; in service value, the up to anticipation factor has much effect than other factors; in customer satisfaction, the overall satisfaction factor has much effect than other factors; in behavior intention, the recommendation factor has much effect than other factors.

Model hypothesis test and path effect analysis

In accordance with the tests of preliminary fit, overall model fit and internal structure fit, we can verify that the adjusted service model is suitable to explain the relationship among interactive marketing, service value, customer satisfaction and behavior intention of I-Lan area leisure farm in Taiwan.

The ultimate service model associated with path coefficients is shown as Figure 2. Hereby, the hypotheses of this service model are all approved except hypothesis 1. Furthermore, this research could work on the effects of direct or indirect from the path coefficients of ultimate service model.

(1) In the effects of interactive marketing unto service value: service process and physical facility have significant and positive direct effects to service value, individually. It indicates that, for tourists, the better actual experience on service process or physical facility to leisure farm will increase the actual acknowledge of service value directly.

(2) In the effects of interactive marketing unto customer satisfaction: service personnel, service process and physical facility have significant and positive direct effects to customer satisfaction individually. Furthermore, it is sufficient reason to reveal that service process and physical facility have the favorable indirect effects to customer satisfaction. It indicates that, for tourists, the better of actual experience on service personnel, service process or physical facility to leisure farm, or by way of service value increasing, will increase the actual customer satisfaction.

(3) In the effects of service value or customer satisfaction unto behavior intention: service value and customer satisfaction have significant and positive direct effects on behavior intention individually. It indicates that increasing of service value or customer satisfaction will positively affect the behavior intention of tourists. With regard to effects of interactive marketing unto behavior intention, two or three variables of interactive marketing have the favorable indirect effects to behavior intention by way of service value or customer satisfaction or both.

CONCLUSIONS AND MANAGEMENT IMPLICATIONS

In this paper, the authors try to develop the service model
among interactive marketing, service value, customer satisfaction and behavior intention using the empirical case of leisure farm in I-Lan area. At the same time, the readers could understand the feasibility of this service model. Some conclusions and management implications are listed further.

Conclusions

From the model hypothesis test and path effect analysis, it is found that service process and physical facility have directly significant affecting to service value. Secondly, service personnel, service process and physical facility also have directly significant affecting to customer satisfaction. Furthermore, the last two variables of interactive marketing have by way of service value indirectly affecting to customer satisfaction. Thirdly, service value and customer satisfaction have directly significant affecting to behavior intention.

Management implications

From the results of empirical studies, the paper proposes some management implications to consultation for leisure farm manager:

(1) Lovelock (2001) pointed out that people is the most important asset of human being, in here, people is the service personnel. In the heavy contact service industry, the quality of service personnel is a key factor to customer satisfaction. Simultaneously, in the study service model, service personnel have a positive affecting to customer satisfaction directly. This indicates that it is very important for the interactive process of service personnel to tourist consciousness. Hence, manager needs to employ highly enthusiastic workers to serve tourists. Besides, in-service training of service personnel could create better service attitude, and this could attract more tourists to visit again for leisure farm.

(2) Physical facility is an easy and direct evaluating factor for tourists. From the model, it has positive affecting to service value and customer satisfaction, and there also exists obviously and indirectly affecting effect to behavior through intervening variable. Hence, it is an important factor for visiting again of tourist. However, it was also found that the agreements of tourist for marking guidelines or fixed-line planning of leisure farm is relatively low, the manager needs to pay attention to this problem and improve the internal design, so as to provide much more comfortable space to attracting tourist to visit. Moreover, the manager could take a more practical action, such as setting up internet message board service, to grasp the opinions of tourist, promote customer satisfaction.

(3) The marketing strategy of leisure farm is in accordance with customer perceived value because the promotion of service value has positive effect on customer satisfaction and behavior intention. That is, the manager can try to increase the service value of actual experience, not only for promoting service quality, but also for creating special experience value. On the other hand, the manager needs to reduce the shortcomings of service, such as long waiting time, complain, so that they can give a good image to customer to come again.

REFERENCES


