

遊客遊憩體驗、遊憩滿意度與遊客忠誠度之關連性研究－以飛牛牧場為例

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摘要

Due to work values and lifestyles have changed in recent years, many people have put into all kinds of leisure activities, such as riding a bike, camping, and natural eco-tourism. The tourists hope to increase the enjoyment and to reduce the work pressure via close to nature and explore the natural ecology. The leisure farms combine agricultural resources and rural areas resources. They could provide agro-ecological experience for visitors. Thus, many people like to travel and have fun at leisure farm. Therefore, it is an important issue to explore how travelers' recreation experiences of leisure farm affect their attitude.

This study investigated the effects of recreation experience on recreation satisfaction and customer loyalty. Through the literature reviewing, then this study aim to build a theoretical structure combining recreation Experience, recreation Satisfaction, and customer loyalty. This study selected Flying Cow Ranch as a case. Participants were selected following a judgment sampling approach. A total of 250 surveys were distributed. Due to missing data and outliers we obtained an effective response rate of n=205 (82%). The proposed research model was evaluated using PLS software of structural equation modeling (SEM). Analytical results indicate that recreation experience had significant direct effects on recreation satisfaction and customer loyalty. Recreation satisfaction had a significant direct effect on customer loyalty. Overall, analytical results provide support for using our suggested theoretical model to explain the customer loyalty of leisure farms. The research and practical implications of findings are discussed.

關鍵字 : recreation experience, recreation satisfaction, customer loyalty, leisure farm