

A STUDY OF THE RELATIONSHIPS AMONG THE EXPERIENTIAL VALUE, CUSTOMER
SATISFACTION, AND CUSTOMER LOYALTY: A CASE OF STARBUCKS

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Abstract

Taiwan's economic development has been transformed from industrial economy into service economy in recent years. Nowadays, Taiwan's economic development has reached the stage of experience economy. Leisure and tourism companies in this trend make great efforts to increase customer perceptions of experiential value. The experiential value of customers will then influence customer satisfaction and leave pleasant memories. Previous studies have found that experiential value could affect consumer attitudes. However, the causal relationships among experiential value and consumer attitudes have not been yet fully understood. In this study, we intended to integrate experiential value, customer satisfaction, and customer loyalty into one research model. Thus, we can more understand the causal relationships among experiential value, customer satisfaction and customer loyalty.

A questionnaire was designed and sent out to subjects who had been to Starbucks Coffee Shops in Taiwan. This study used convenience sampling method. A total of 400 surveys were distributed and we obtained an effective response rate of n=325 (81.25%). The proposed research model was evaluated using LISREL 8.54 of structural equation modeling (SEM). Analytical results indicate that experiential value had a significant direct effect on customer satisfaction. Customer 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 Starbucks Coffee Shops. The research and practical implications of findings are discussed.

Keyword : experiential value, service quality, customer satisfaction,
customer loyalty