

# **Modelling service quality, satisfaction and behaviour intention among cultures: the case of cultural and language group in Taiwan**

**Chieh-Lu Li, Keng-Yu Liu**, National Chung Hsing University, Taiwan, CXL345@gmail.com or clli@nchu.edu.tw  
**Tetsuya Aikoh**, Hokkaido University, Japan

## *Introduction*

Customer service research in the context of parks and recreation has evolved and matured over the past decades (Manning, 2010). Service quality perception, satisfaction and behaviour intention are one of the most important issues and frequently studied topic in the service industry that included the parks and recreation sector (Zeithaml, Berry, & Parasuraman, 1996). Previous studies found different patterns in parks and recreation both within nation and among cultural groups (e.g., Li et al, 2009; Reisinger, 2009; Wang et al., 2014). However, very few studies attempted to model customer service concepts among different cultural groups (Chick, 2009; Jay & Schraml, 2014; Hutchison, 1987, Li et al., 2007). The purpose of this study was to examine the differences and relationships of service quality, satisfaction and behavior intention among three main cultural groups in Taiwan including Hoklo, Hakka and Mainlander group. In particular, the role of two language groups, i.e., Hoklo and Hakka language groups, two most recognized regional language groups (the official language in Taiwan is mandarin Chinese) were also explored in this study.

## *Methods*

The data was collected from Taroko National Park, a popular tourist destination on the east coast of Taiwan during 2007 to 2008, as well as Huisun National Forest Recreation Area, a relatively less visited place on the west coast of Taiwan during 2009 to 2011. We intended to collect a sample covered lower and higher population density region around the island. Using purposive sampling procedures, a total of 2179 valid questionnaires were obtained from on-site visitor surveys. In the questionnaire, there were 20 service quality items, which were broken into 4 dimensions, i.e., facility, management, service and information. There were 3 items to measure satisfaction, and 5 items measured behavioral intentions which were broken into 2 dimensions, i.e., recommend and revisit intention. All the dimensions for the three concepts demonstrated acceptable reliability according to their Cronbach's alpha values. The structural equation modeling (SEM) analysis was employed to find causal relationships among service quality, satisfaction and behaviour intention in six structural models including overall, Hoklo, Hakka, Mainlander as well as Hoklo and Hakka language groups.

## *Results and Discussion*

The study findings were described as below: (1) There were significant differences in service quality, satisfaction and behaviour intention among different cultural and language groups. Visitors who were Hakka group, Non-Hoklo language group and Hakka language group tended to have lower service quality perceptions and behaviour intentions. (2) All the six structural models testings revealed good model fits according to a number of goodness of fit indices. In general, the results showed that visitors' service quality and satisfaction significantly and positively influenced behaviour intention. Specifically, service quality significantly and positively influenced on satisfaction in the overall sample, Mainlander group model, as well as Hoklo language and Hakka language group model. Service quality significantly and positively influenced satisfaction, and satisfaction significantly and positively influenced behaviour intention in the overall sample and Hoklo group model, as well as Hoklo language and Hakka language group model. Figure 1. showed the structural model of service quality, satisfaction and behaviour intention using the overall sample. (3) The overall R-square statistics of all models were between 0.38 to 0.59, indicated good practical significance in explaining visitor behaviour intentions from service quality and satisfaction. This study confirmed that there were significantly different relationships among cultural and language groups in Taiwan.

We suggested that managers may tailor their services to meet the needs of their culturally diverse clientele. The managers may enhance their services on which specific cultural group tended to perceive lower service quality. For example, managers may consider providing more safety information and fairer price in the concession store, particularly for Hakka and non-Hoklo language group, so as to promote their positive words of mouth and revisit intention. Additionally, this study showed significantly positive relationships among service quality, satisfaction and behaviour intention in different cultural and language groups in Taiwan. We are thereby able to demonstrate the cross-cultural customer service relationships in parks and recreation in a non-western context. Finally, we suggest future research further exploring the indicator to indicator (i.e., dimension to dimension) relationships within concept/construct and provide specific management implications for each cultural and language group.

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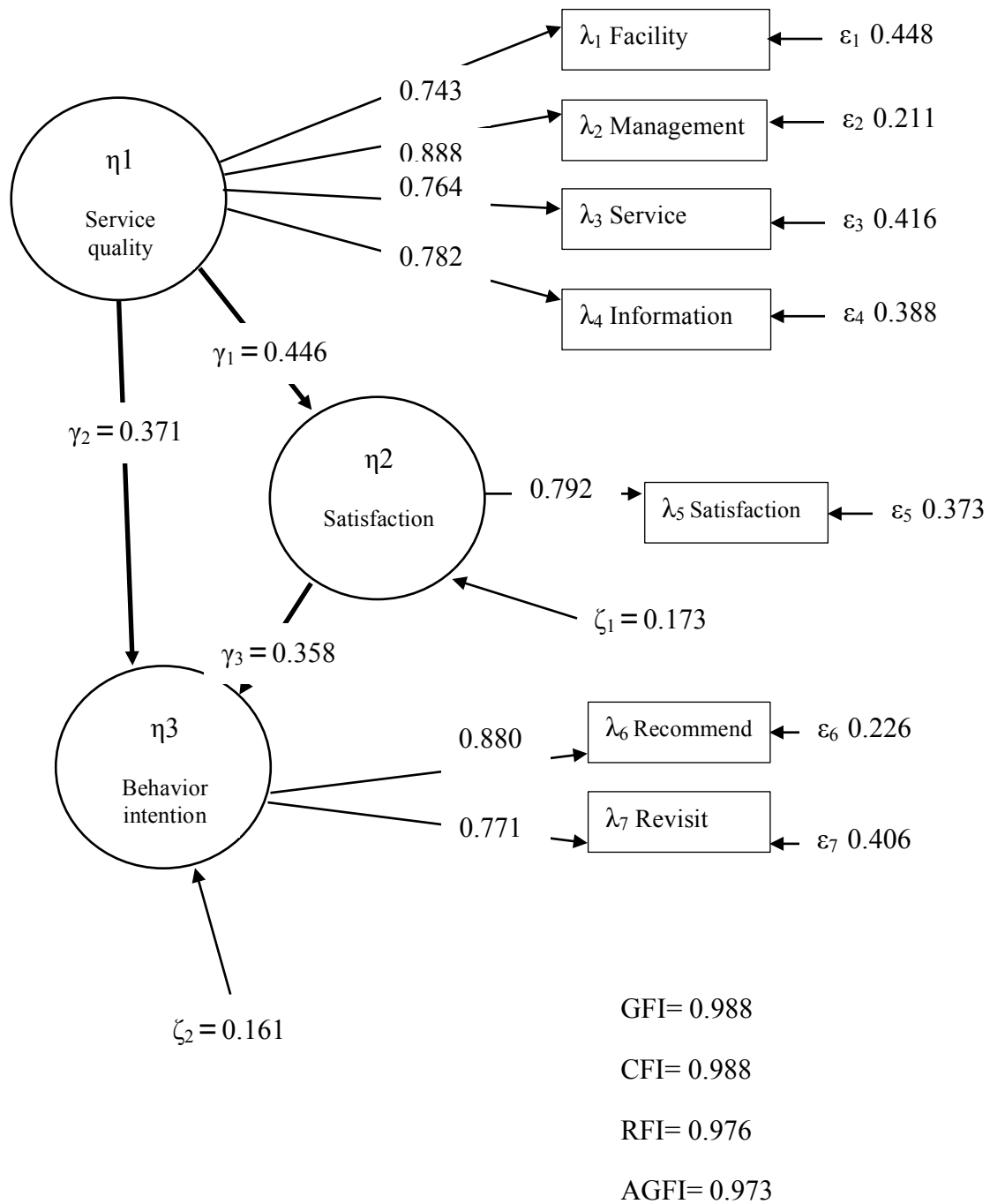


Figure 1. The structural model of service quality, satisfaction and behavior intention using the overall sample