



THE STUDY OF HOMESTAY SERVICE QUALITY, SATISFACTION, AND LOYALTY IN KENTING

Yi-Chun Kuo

Department of Interior Design in Shu-Te University, Assistant Professor
annie123456@stu.edu.tw

Po-Cheng Chou

Department of Interior Design in Shu-Te University, Associate Professor
paul@stu.edu.tw

Abstract

Tourism is booming in Taiwan. According to statistics from the Tourism Bureau, each person in Taiwan makes 8.50 trips per year, with a total of 180 million trips on the island each year. The average length of stay is 1.44 days. The holiday travel ratio is 68.7%, and the overall travel satisfaction rate is 97.4%. The total cost of tourism on the island is NT\$400 billion. Among all tourist attractions in Taiwan, national parks with natural beauty and experience activities are the most attractive to consumers, with more than one million tourists visiting each year. Kenting National Park is currently the most visited national park. Under the trend of tourism, homestays in the Kenting area have become a popular choice for tourists to stay. This study takes a homestay in Kenting National Park as the survey object, randomly selects 392 tourists, investigates tourists' views on the service quality, satisfaction and loyalty of the homestay, and analyzes whether service quality affects satisfaction and loyalty. The results found that 1. The respondents' expectations for homestays were higher than their actual satisfaction. 2. Service quality will positively affect price, facility environment, environmental quality and overall satisfaction. 3. Price will positively affect loyalty. This study also provides discussions and suggestions on related results.

Keywords: Kenting, national park, homestay, service quality, satisfaction, loyalty

Preface

According to the 2022 Tourism Statistics Report of the Taiwan Tourism Bureau, the number of trips per person in Taiwan is 8.50 times a year, and the total number of trips on the island is about 180 million times a year. The average length of stay is 1.44 days, and the holiday travel rate is 68.7%. The overall satisfaction of tourism is 97.4%. The daily travel cost per person is NT\$1,401, the average cost per trip per person is NT\$2,017, and the total cost of tourism on the island is NT\$400 billion (Tourism Bureau, Executive Yuan, 2023). In terms of tourism items, Taiwanese people mainly engage in "nature viewing" (62.7%), followed by food tasting (48.7%) and cultural experience (29.8%). It is worth mentioning that when Taiwanese choose a tourist destination, they consider convenient transportation as the main consideration, followed by "theme activities", and the third is "tasting food" and "I have never been there, I am curious" (Statistics Office of the Ministry of the Interior, 2022).

According to the data from the Tourism Bureau, the itinerary of natural beauty and experience activities is the most attractive to consumers. In addi-

tion, in recent years, various industries and festivals have been held in various places, and consumers are more willing to go to various towns for recreation. The consumption power of tourists also affects local township development.

When Taiwanese travel on the island, about 6.4% of tourists choose homestays. If calculated as 6.4% of the total trips, about 11,425,536 tourists will stay in homestays. After becoming the first national park in Pingtung, Kenting has become the most famous sightseeing spot in Taiwan, with more than one million people visiting every year, and the income from the tourism and recreation industry has become the main economic lifeline of the local area. According to the Statistics Office of the Ministry of the Interior, by 2022, there will be 30 million tourists visiting national parks, with Kenting National Park having the largest number of visitors, accounting for about 25.5% (Statistics Office of the Ministry of the Interior, 2022). Due to the vigorous development of the tourism industry, tourists' demand for homestays has increased relatively. Through Internet communication, homestay operators can update information at any time, share travel experience, establish a communication platform and improve

marketing effects. Local homestays in Kenting need to make good use of local resources to launch travel itineraries that integrate accommodation, food, sports, sightseeing, and leisure experiences to enhance tourists' perception of homestay service quality, thereby strengthening customer satisfaction and loyalty to homestays.

In order to clarify the relationship between service quality, tourist satisfaction and loyalty in the homestay industry, this research found that in the service industry, Bitner (1990) believed that customer satisfaction would positively affect customer loyalty, and customers felt that service quality Satisfaction will generate repurchase intentions and increase repurchase interest. For operators, the cost of developing a new customer is more than five times higher than the cost of retaining an existing customer, and cultivating loyal customers can also increase the profit of the company. Therefore, service quality will not only affect satisfaction, but also affect customer loyalty. Yu, Chang & Huang (2006) pointed out that operators of Taiwan's leisure industry must improve service quality to enhance customer satisfaction. Floh & Treiblmaier (2006) confirmed that the service quality of Austria's largest online bank significantly affects satisfaction. Bloemer & Lemmink (1992)

found that customer satisfaction in the automotive industry is a decisive factor for customer loyalty.

Bowen & Chen (2001) found that there is a close relationship between customer satisfaction and customer loyalty in the hotel industry. Calik & Balta (2006) randomly sampled 1,340 customers in the banking industry in Turkey, and confirmed that if customers have good satisfaction, they will have good loyalty. Dimitriades (2006) found in the research of financial industry, entertainment industry and transportation industry that satisfaction has a positive relationship with loyalty. Based on the above research, this study also assumes that the service quality of tourists in Kenting's homestay industry will affect their satisfaction and loyalty, and proposes the following research purposes: 1. Through random sampling to understand tourists' feelings about the service quality, satisfaction and loyalty of Kenting's homestay industry ; 2. Analyze whether service quality will affect satisfaction and loyalty; 3. Analyze whether tourists' satisfaction with Kenting homestay will affect loyalty.

Literature Review

Service Quality

Service quality refers to a con-

sumer's subjective evaluation of the product or service after receiving the service (Yang, Wang, Liu, Cheng & Zhang, 2020, Zhang, Zhang & Wu, 2023). In recent years, the service industry has become the mainstream of economic activities. Service quality has always been a significant management issue for the service industry. Service quality plays a pivotal role for sustainable development of a company. In order to survive in the fierce market competition, companies should find ways to raise the degree of consumer satisfaction in their service quality (Cao & Yang, 2022; Cui, Guo & Bai, 2021; Fu, & Yu, 2020). There are many different definitions for service quality. This study found that, according to relevant discussions (Han, Xiao & Hong, 2022; Huang, Chang, Su, Chiou & Chi, 2020; Julianto, 2020), service quality lies in the subjective cognition of consumers, which may differ from one consumer to another after they have received the service.

Ma and Zhu (2022) cited the "service quality concept mode" (PZB mode) proposed by Parasuraman, Zeithaml and Berry (1985) after in-depth interviews with managers from banks, credit card companies, securities brokerage firms, and product repair firms as well as their consumers. Ma and Zhu proposed that service quality is a subjective

concept, and is determined by the feeling of consumers. In the PZB mode, Gap 1 to Gap 4 are related to enterprises, and only Gap 5 is determined by the expectation of consumers. Hence, PZB separated Gap 5 from the other elements, and evaluated the service quality perceived by customers based on the difference between customer expectation and perceived service. Through empirical analysis, the study summed up ten service quality factors (accessibility, communication, competence, politeness, credibility, reliability, response, safety, tangibility, and understanding of / familiarity with customers). In 1988, PZB reduced the 10 factors to 5 factors: tangibility, reliability, response, guarantee, and compassion. Through PZB, enterprises can evaluate customer expectations for their Service Quality (Sun, 2022; Thai, Grewal & Chen, 2021; Wang, Ou & Chu, 2021; Xu, 2020).

According to Yang et al. (2020), Zhang, Zhang & Wu (2023), when facing an economic recession or fierce market competition, companies must offer high-quality services and probe into the essence and function of service using creative thinking, so as to maintain their position in the market and sharpen their competitive edge. Therefore, direct interaction between vendors and consumers is the pivot of service

quality.

Customer Satisfaction

Cardozo suggested that customer satisfaction is formed in certain circumstances, and is the perception of customers for the cost they pay for the product and the reward they receive after buying the product. When they realize that the reward is higher than the cost, a satisfaction is formed. Otherwise, a dissatisfaction is formed. (Chai, 2022; Fan & Tsai, 2022). Previous studies (Huang, 2020; Huang, 2021; Lee, & Lin, 2020; Shao Gang, Ming & HongMei, 2020) found that customer satisfaction is the different perception of consumers before and after receiving the product or service, and customers evaluate the product or service based on their satisfaction or dissatisfaction. Oliver et al. (2021) summarized the customer satisfaction theory into three modes: expectancy disconfirmation, perspective of interest, redress process.

Expectancy disconfirmation refers to customers' adjustment to their perception of the product when there is a difference between the performance of the product and their expectation (there is a cognitive dissonance) so as to reduce the difference to eliminate the psychological disorder. Regarding perspective of interest, Folkes held that the

observer attributes the reason of the behavior to a certain factor. If the behavior is attributed to the external environment, it is called external attribution or situational attribution; if the behavior is personally attributed, it is called internal attribution or personal attribution (Wijaya, 2022). Oliver and DeSarbo suggested that satisfaction is customers' feeling about fairness. If the consumers feel they are treated fairly, and their investment is proportional to what they obtain, they feel satisfied (Xia, 2021). As for Redress Process, Zhou (2021) found that when the customers feel dissatisfied, they may take actions to obtain some compensation. The influence of customer satisfaction upon after-purchase behavior is also discussed.

In the aspect of perspective of interest, Chai (2022) suggested that satisfaction can be divided into: (1) satisfaction in product value, (2) satisfaction in sales people, (3) satisfaction in store environment. Fan and Tsai (2022) proposed that satisfaction includes: (1) product price, (2) overall company performance, (3) attitude of service people, (4) service efficiency. Thai, Grewal and Chen (2021) suggested the attributes of satisfaction: (1) service access, (2) care, (3) reliability, (4) service environment, (5) opinion efficiency, (6) added value. Xia (2021) in-

dedicated that satisfaction includes: (1) product quality, (2) service quality, (3) situational factors, (4) personal factors, (5) price. Lee and Lin (2020) mentioned that satisfaction can be measured by overall happiness and willingness to pay.

Loyalty

Kotler (2003) pointed out that the cost of developing new customers will be five times higher than retaining existing customers. Loyalty means that customers have a high willingness to re-consume and produce repeated purchase behaviors, and it also means that customers have special feelings or preferences for the company, service, or brand. Parasuraman, Zeithmal & Berry (1990) believed that loyalty (Loyalty) includes not only the willingness to repurchase itself, but also the behavior of being willing to recommend to others and give positive word of mouth, including 1. recommending the company to others; Recommend this company; 3. Encourage relatives and friends to consume in this company; 4. Will give priority to this company when consuming; 5. Often go to this company for consumption. Jones & Sasser (1995) believed that customer loyalty refers to the customer's dependence or favor on a certain manufacturer's personnel, products or ser-

vices, and customer loyalty is the customer's willingness to purchase a certain product or service in the future. Due to different opinions on the definition of loyalty in previous studies, this study believes that loyalty is the customer's dependence or favor on the personnel, facilities or services of the homestay, and has repeated purchases and recommendations. When a customer develops loyalty to a homestay, that is, the customer trusts the homestay and is even willing to continue staying in the homestay. Loyal customers are the best advertising medium. Through the introduction of customers, they can quickly find out a group of high-quality potential customers. Therefore, this study regards repeat purchases, recommending others to purchase, and price tolerance as constituent factors of loyalty.

Result

Interviewers Background information

In this study, 400 questionnaires were distributed to customers in the homestay through homestay operators from February 2 to March 30, 2022. A total of 392 questionnaires were recovered, of which 384 were valid questionnaires, 224 were female and 160 were male. 140 respondents were under 30 years old, 138 were 31-40 years old,

and 106 were over 41 years old. The place of residence of the respondents, 149 lived in the north, 100 lived in the south, and 63 lived in overseas regions. In terms of academic qualifications, 203 respondents have university and junior college degrees, 131 have high school vocational degrees, and 39 have postgraduate degrees or above. In terms of monthly household income, 186 respondents had a monthly income of less than 50,000 yuan, and 85 respondents had a monthly income of 50,001-80,000 yuan (NTD). In terms of occupational statistics, 117 respondents are in the service industry, 67 are in the military, public education, and 52 are in the financial industry.

The analysis of Reliability

Wu and Tu (2008) believed that when the reliability is greater than or equal to 0.35 and less than 0.70, it is acceptable. If the measured reliability value reaches above 0.8, it belongs to high reliability, showing internal consistency (Devellis, 1991). The five dimensions of service quality are "tangibility", "guarantee", "reliability", "caring", and "responsiveness". The five dimensions are .858, .623, .854, .880, and .802 respectively. Through the above calculations, it is found that the reliability is above 0.8 except for the guarantee, and the reliability reaches a

certain level, which means that the reliability of the scale in this study is acceptable.

The analysis of Descriptive

1. Tangibility: The top three items most agreed by the respondents are: "4. The homestay owner or service staff is always well-dressed and greets people with a smile" (M=4.66), "3. The equipment in the homestay (TV, refrigerator, air conditioner, kettle, water cups, etc.) is well maintained, making people feel comfortable in the room." (M=4.65). "2. The beds, bath towels and bathroom equipment in the homestay are very clean, making people feel at ease when using them." (M=4.62).

2. Reliability: The top three items that the respondents agree with most are: "4. The homestay pays attention to the privacy and safety of tourists, and you can feel at ease living here." (M=4.65), "5. The homestay attaches great importance to environmental protection and energy saving, and I feel that living here will take care of the earth more than other homestays." (M=4.60), "2. The package itinerary provided by the homestay is very attractive and safe" (M=4.57).

3. Reactivity: The top three items most agreed by the respondents are: "2.

The homestay can help customers flexibly adjust the content and time of travel itineraries." (M=4.59), "3. The relationship between the homestay and surrounding businesses is very good, and they can immediately provide tourists with the best travel plan." (M=4.58), "4. If there is an accident during the stay, the homestay owner and service staff will provide assistance immediately." (M=4.58).

4. Guarantee: The first two items most agreed by the respondents are: "3. The travel itinerary involved in staying here must have the highest cp value." (M=4.32), and "2. The service enjoyed by staying here must be the best among the surrounding homestays." (M=4.24).

5. Caring: The top three items most agreed by the respondents are: "3. Homestay owners and service personnel will actively ask tourists whether they need to provide regular travel information and housing discounts." (M=4.55), "4. Homestay owners and service personnel can closely cooperate with the habits and needs of revisiting customers." (M=4.55), "2. Homestay owners and service personnel will actively understand tourists' travel needs." (M=4.52).

Pair wise t test

In this study, a paired sample t-test was conducted on price, environmental facilities, environmental quality, and service quality. The results found that, except for service quality, the price, environmental facilities, and environmental quality of homestays were all expected to be higher than actual perceptions. It can be seen that the respondents generally believe that the expected feeling of the homestay is significantly higher than the actual feeling after the experience, as shown in Table 1.

Multiple Regression

This study takes service quality as an independent variable to predict the influence of price, facility, environment and overall satisfaction on satisfaction respectively; and analyzes whether satisfaction affects loyalty. The results found that tangibility, responsiveness, and caring can positively affect price satisfaction. Responsiveness and caring can positively affect facility environment satisfaction. Service quality cannot affect environmental satisfaction. Responsiveness and caring will positively affect overall satisfaction. In terms of the impact of satisfaction on loyalty, the loyalty questionnaire in this study has three items, which are "If I come to Kenting again, I will still choose this homestay", "I am happy to

Table 1: Paired sample t-test analysis summary table

Items		Mean	Standard deviation	t value	p value
I am satisfied with the accommodation	expected	4.63	0.52	3.995	.000***
	actual	4.51	0.63		
I am impressed with the food and beverage prices	expected	4.61	0.58	1.987	.048*
	actual	4.54	0.70		
I am impressed with the price of the hotel plan of the homestay	expected	4.62	0.58	3.980	.000***
	actual	4.47	0.80		
Environmental facilities					
I am impressed with the privacy and anti-theft system of the homestay	expected	4.66	0.50	2.867	.004**
	actual	4.57	0.63		
I am satisfied with the cleanliness of bathroom facilities in the homestay	expected	4.68	0.50	2.507	.013*
	actual	4.60	0.64		
I am satisfied with the various indoor facilities of the homestay	expected	4.69	0.54	3.293	.001**
	actual	4.58	0.66		
I am satisfied with the various facilities outside the homestay	expected	4.63	0.62	1.356	.176
	actual	4.58	0.77		
Environmental Quality					
I am impressed with the atmosphere of homestay	expected	4.58	0.54	3.474	.001**
	actual	4.43	0.76		
I am impressed by the landscape of the homestay	expected	4.50	0.66	2.065	.040*
	actual	4.22	0.71		
I am impressed by the appearance of homestay	expected	4.59	0.57	3.948	.000***
	actual	4.42	0.75		
I feel bad about the environmental situation of the homestay	expected	4.72	0.49	2.881	.004**
	actual	4.61	0.69		
I am impressed with the interior style of homestay	expected	4.65	0.58	2.895	.004**
	actual	4.55	0.75		
Service Quality					
I feel very impressed with the service attitude of the owner of the homestay	expected	4.66	0.50	-.081	.935
	actual	4.66	0.59		
I am impressed with the host's ability to handle things	expected	4.63	0.53	.354	.724
	actual	4.62	0.64		
I am impressed by the enthusiasm of owner of the homestay	expected	4.65	0.53	-.744	.457
	actual	4.74	0.56		
I am impressed by the professionalism of the owner of the homestay (average of three items)	expected	4.64	0.57	.889	.374
	actual	4.61	0.72		
	expected	4.62	0.51	3.865	.000***
	actual	4.50	0.63		
Environmental Facilities (average of four items)	expected	4.67	0.46	3.123	.002**
	actual	4.58	0.60		
Environmental Quality (average of five items)	expected	4.61	0.44	3.958	.000***
	actual	4.45	0.81		

recommend my relatives and friends to stay at this homestay", "Even if the homestay increases prices in response to prices or to improve service quality, I will still choose this homestay." This study calculates the average of the three items to represent the score of loyalty. According to the results of multiple regression analysis, the price will positively affect loyalty (see the table for the relevant data of regression analysis), as shown in Table 2.

Discussion

Respondents' expectations for homestays are higher than their actual satisfaction.

According to the paired sample t-test satisfaction, it is found that, in addition to the service quality is not significant, the respondents think that the price, environmental facilities, and environmental quality of the homestay are all

Table 2: Summary of multi regression analysis

Service quality predict price							
	Unnormalized coefficients		Standardized coefficients	t value	p value	R ²	F value
	B value	standard error	Beta				
stant)	.644	.292		2.201	.028	.347	41.646**
bility	.274	.094	.195	2.920	.004**		
bility	.150	.118	.109	1.279	.202		
ivity	.314	.107	.234	2.928	.004**		
nteed	-.112	.058	-.101	-1.937	.053		
ring	.212	.083	.190	2.568	.011*		
Service quality predict facility							
stant)	1.134	.284		3.998	.000	.314	36.079*
bility	.134	.091	.101	1.477	.140		
bility	.131	.114	.100	1.148	.252		
ivity	.359	.104	.282	3.449	.001**		
nteed	-.061	.056	-.058	-1.085	.278		
ring	.189	.080	.179	2.356	.019*		
Service quality predict environment							
stant)	2.039	.444		4.591	.000	.068	6.583*
bility	.115	.142	.064	.805	.422		
bility	.147	.179	.084	.825	.410		
ivity	.133	.163	.078	.816	.415		
nteed	.034	.088	.024	.382	.703		
ring	.101	.125	.071	.807	.420		
Service quality predict satisfaction							
stant)	1.251	.270		4.628	.000	.310	35.450*
bility	.158	.087	.125	1.825	.069		
bility	.163	.109	.132	1.500	.134		
ivity	.283	.099	.234	2.849	.005**		
nteed	-.060	.054	-.060	-1.114	.266		
ring	.174	.076	.174	2.282	.023*		
Satisfaction predict loyalty							
stant)	2.214	.238		9.322	.000	.023	25.392*
ice	.358	.087	.357	4.089	.000***		
ility	.031	.095	.029	.326	.745		
nnment	.039	.043	.049	.891	.374		
ility	.068	.040	.091	1.697	.090		

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

expected to be higher than the actual feeling. Further inspection of the differences in the items found that only the four sub-items of "4. My feelings about the facilities outside the homestay" and service quality in the environmental facilities were not significant. For such a result, this study believes that the possible reason is that the interviewees may have too high expectations for the homestay before the future

homestay based on word of mouth from their relatives and friends based on the online evaluation, so that they feel a little bit of a gap after actually checking in. Fortunately, the satisfaction of the actual experience is still a high score of more than 4 points. Therefore, this study believes that it is not a problem with the operation of the homestay, but rather the high expectations of consumers for the homestay operators.

Service quality will positively affect price, facility environment, environmental quality and overall satisfaction

According to the results of multiple regression analysis, tangibility, responsiveness, and caring can positively affect price satisfaction. Responsiveness and caring can positively affect facility environment satisfaction. Responsiveness can positively affect service quality satisfaction. Responsiveness and caring will positively affect overall satisfaction. This means that if we want to improve consumers' satisfaction with homestay prices, we should actively improve service quality in terms of tangibility, responsiveness, and caring. For example, homestay owners are warm and welcoming with a smile on their faces, the interior and exterior of the homestay are clean and refreshing, they can immediately respond to customers' needs and questions, and they can understand consumers' travel needs in Kenting, etc. To improve consumers' satisfaction and overall satisfaction with homestay facilities and environments, it is necessary to actively improve responsiveness and caring, for example, provide consumers with the best travel plans, provide any assistance with accommodation, and proactively ask tourists about their habits and needs. In order to improve consumers' service quality satis-

faction, it is necessary to actively improve responsiveness, such as timely handling check-in issues, flexibly adjusting travel content, providing the best travel plan, and providing immediate check-in assistance.

Price will positively affect loyalty

According to the results of multiple regression analysis, price will positively affect loyalty. It means that if consumers can be satisfied with housing prices, catering prices and travel package prices, the higher the loyalty of consumers will be. In such a competitive environment in Kenting, if you just compete with other operators for low prices and discounts, the quality of homestays and tourism in the region as a whole will be lowered. In order to ensure the profits that homestay and tourism operators deserve, this study believes that homestay operators should think about how to improve the overall quality and satisfaction of accommodation without reducing prices, such as enriching travel packages, increasing the interaction between homestay owners and guests, showing the enthusiasm of homestay owners for guests, etc.

Create an accommodation service that is expected to be equivalent to the actual value

According to the survey of this study, although the actual experience is still quite high, the respondents have high expectations for the individual homestay before the trip, so that after the actual experience of the accommodation, except for the overall service quality is not significant, the respondents think that the overall price, overall environmental facilities, and overall environmental quality of the homestay are expected to be higher than the actual experience. In view of such results, this study believes that it can be revised towards the following suggestions:

(1) Price: B&B owners can provide consumers with more value-for-money experiences without raising housing prices, catering prices, or travel plans. For example, they pay more attention to the hygienic conditions in the rooms, make the breakfast content richer and more delicious, and provide travel itinerary services with personal explanations and guides.

(2) Environmental facilities and quality: The case homestay should pay attention to the privacy of the guests, strengthen the cleaning of the bathroom facilities in the room, and keep the indoor and external facilities tidy. For example, it is really implemented that all facilities can be disinfected and cleaned before each guest checks in, so

as to reduce customers' doubts about the cleanliness of bathroom equipment (such as bed sheets and toilets).

Emotional marketing strengthens the connection with consumers

This study found that many homestay operators seem to think that homestays only provide places to stay, but they forget to build relationships with customers. Under such a model, consumers mostly check in once, and it is difficult to generate the next opportunity for accommodation. This study suggests that the case homestay operators should think about how to build customers' feelings for the homestay within the limited opportunity and time to get along with customers. This study offers the following recommendations:

(1) Provide free eco-tourism in surrounding areas for accommodation tourists: The owner of the homestay is the guide who guides the tourists to conduct ecological tours in the surrounding areas. The rich local and ecological knowledge of the industry builds a friendship with the tourists. This opportunity can also be used to let tourists know more about the local ecology of Kenting, thereby improving tourists' awareness and behavior of ecological conservation.

(2) Design experience activities or DIY to capture the hearts of customers: B&B owners can hold experience activities or DIY in the public space of the lobby on the first floor, so that customers can have more opportunities to interact with the hosts in the B&B. For example, the industry will teach tourists to make shell necklaces, table decorations, and key rings with tourists' names.

Using social media as a marketing tool

This study examines the online marketing methods of individual homestays, and still only publishes photos and some information on Facebook. For such a one-sided online marketing method, this study believes that it is impossible to deeply highlight the characteristics of homestays and attract consumers.

(1) Organize online marketing activities. The so-called schedules in this study are mainly the festivals that Chinese people value, such as Spring Festival, Mother's Day, Dragon Boat Festival, Valentine's Day, etc. Before these schedules, a marketing plan other than price discounts is designed, such as collecting photos related to the name of the case homestay, collecting the best memories of the case homestay in consumers' minds, etc., so that potential

and existing consumers can have more emotions for the homestay through activities, and can also generate consumer discussion topics on the Internet.

(2) Build consumer data. By organizing online events, consumers can actively and willingly provide personal information to the operators. Operators can collect and build consumer databases in many activities for the purpose of marketing homestays and contacting consumers.

Create a positive brand image with green homestays

Looking around the homestays in Kenting, each has its own appearance and interior facilities, but few homestays can implement the spirit of green homestays. In this regard, this study believes that environmental protection and energy conservation may be the main axis of homestay management. In the initial stage of moving towards green homestays, this study suggests that customers' rooms can be used as the main place to remind consumers of water and electricity consumption in the form of words or slogans, and how much water and electricity can be saved by reducing water and electricity. Without increasing the operating costs of homestay operators, encourage guests to accept disposable bath products, such as shampoo, body soap, soap,

toothbrush, toothpaste, razor, shower cap, etc., and minimize the use of disposable tableware, encourage and advise customers in the same room to accept that there is no need to change towels and sheets every day, use refillable containers, provide bicycle rentals, cook delicious meals with local ingredients, implement waste reduction, resource recycling and reuse, consign or promote agricultural products produced by local farmers in homestays Special products or cultural and creative products, etc., all of which help homestays save energy and carbon, teach customers to use energy more efficiently, and assist the development of local industries.

Reference

- Bitner, J. M. (1990). Evaluating service encounters, The effects of physical surroundings and employee response, *Journal of Travel Research*, 39, 45-51.
- Bloemer, J. M. M., & Lemmink, G. A. M. (1992). The importance of customer satisfaction in explaining brand and dealer loyalty, *Journal of Marketing Management*, 8(4), 351-364.
- Calik, N., & Balta, N. F. (2006). Consumer satisfaction and loyalty derived from the perceived quality of individual banking services: A field study in Eskisehir form Turkey. *Journal of Financial Services Marketing*, 10(1), 135-149.
- Cao, Y., & Yang, F. (2022). RESEARCH PROGRESS AND TREND OF TOURISM SERVICE QUALITY MANAGEMENT BASED ON CITESPACE. *IETI Transactions on Social Sciences and Humanities*, 17, 53-63.
- Chai, H. (2022). A preliminary study on the customer satisfaction model of the quality evaluation for Chinese campus football events. *World Scientific Research Journal*, 8(11), 110-115.
- Cui, M., Guo, Y., & Bai, Z. (2021). Study on Service Quality of Airports. *Frontiers in Economics and Management*, 2(8), 21-25.
- DeVellis, R. F., (1991). *Scale Development Theory and Application*, London.
- Dimitriades, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organizations. *Management Research News*, 29(12), 782-800.

- Duan, Cunji. (2004). *Research on the Influence of Service Quality and Satisfaction of Tourists in Wuling Fuyue Resort on Restay Intention*. Master Thesis. National Taiwan Normal University Sports Leisure and Management.
- Fan, W. S., Delgermaa, , & Tsai, M. C. (2022). Predicting factors of influencing service quality on customer satisfaction and customer loyalty. *Applied Science and Management Research*, 9(1), 1-15.
- Floh, A., & Treiblmaier, H. (2006). What keeps the e-banking customer loyal? A Multigroup analysis of the moderating role of consumer characteristics on e-loyalty in the financial service industry. *Journal of Electronic Commerce Research*, 7(2), 97-110.
- Fu, H., & Yu, N. (2020). Research on Improvement of Deppon Express Logistics Service Quality. *International Core Journal of Engineering*, 6(8), 287-297.
- Guo, Debin. (2000). Re-examination and Validation of Service Industry Customer Satisfaction Evaluation. *Zhongshan Management Review*, 8(1), 153-200.
- Han, S., Xiao, J., & Hong, B. (2022). Research on Service Quality Evaluation of Highland Railway Passenger Station based on Kano Model. *International Core Journal of Engineering*, 8(7), 823-828.
- Hong, Ruiying. (2004). *Research on the Correlation between Customer Orientation, Service Quality, Customer Value and Customer Satisfaction - A Case Study of International Tourist Hotels in Hualien Area*, Master Thesis, Institute of Business Administration, National Dong Hua University.
- Huang, S. T., Chang, K. Y., Su, I. H., Chiou, A. S., & Chi, C. Y. (2020). Service Quality Assessment Of Free Trade Port Zone Using Multilayer Quality Function Deployment: An Empirical Study In TAIWAN. *Journal of Marine Science and Technology*, 28(1), 1-9.
- Huang, Y. (2020). The relationship between the impact that customer satisfaction has on service companies' and product companies' revenue. *Frontiers in Economics and Management*, 1(12), 20-22.
- Huang, Y. (2021). The factors affecting perceived value and customer sat-

- isfaction: online to offline (o2o) food delivery service in china. *World Scientific Research Journal*, 7(10), 12-24.
- Jones, T. O., & Sasser, W. E. (1995). Why satisfied customer defect. *Harvard Business Review*, 73(6), 88-99.
- Julianto, S. (2020). The Effect of Service Quality on Customer Loyalty - Based on Research of Indonesia Food & Beverage Franchise Industry. *International Core Journal of Engineering*, 6(7), 18-29.
- Lee, Y. L. (2020). A Grey Weight Analysis of the Relationship between General Merchandise Store Service Quality and Customer Satisfaction Applying Carrefour Hualien as a Case Study. *International Journal of Uncertainty and Innovation Research*, 2(1), 87-100.
- Liang, Xiaoxing. (2016). Research on the Service Quality of Business Hotels on Customer Satisfaction and Customer Loyalty—Based on Beihai Hotel. *Management Information*, 5(1), 109-126.
- Lin, Tianyu. (2000). *Research on the relationship between hotel service quality, customer satisfaction and re-stay intention*, master's thesis. Institute of Business Management, Evergreen School of Management.
- Lin, Yangzhu. (2003). *Service Marketing*. Taipei City: Xinlu Bookstore.
- Ma, D., & Zhu, X. (2022). Research on the Strategy of Improving the Service Quality of Medical Care Combined with Business in Public Hospitals. *International Journal of Social Science and Education Research*, 5(6), 232-236.
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge.
- Parasuraman, A., Zeithaml, V. A. & Berry, L.L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V.A., & Berry, L. L. (1990). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67, 420-450.
- ShaoGang, W., Ming, L., & HongMei, Y. (2020). Influencing factors of customer satisfaction in chinese

- private distance universities. *IETI Transactions on Social Sciences and Humanities*, 9, 14-17.
- Singh, J. (1991). Understanding the structure on consumers' satisfaction evaluations of service deliver. *Journal of the Academy of Marketing Science*, 19(3), 223-244.
- Statistics Department of the Ministry of the Interior, Internal Affairs Statistics Bulletin. (2022). http://www.moi.gov.tw/stat/news_content.aspx?sn=11862.
- Sun, X. (2022). Study on Fresh E-commerce Service Quality of Y Enterprise based on AHP-fuzzy Analysis Evaluation Method. *Frontiers in Economics and Management*, 3(8), 13-20.
- Thai, V. V., Grewal, D., & Chen, S. (2021). The impact of container shipping consolidation on service quality, brand awareness, customer satisfaction, and customer loyalty: an exploratory study. *Marine Research*, 1(1), 37-59.
- Thai, V. V., Grewal, D., & Chen, S. (2021). The impact of container shipping consolidation on service quality, brand awareness, customer satisfaction, and customer loyalty: an exploratory study. *Marine Research*, 1(1), 37-59.
- Wang, W. T., Ou, W. M., & Chu, T. H. (2021). The influence of online brand community on brand equity: from the perspective of service quality and community commitment. *Communications of the IC-ISA*, 20(1), 1-31.
- Wijaya, W. (2022). Customer satisfaction and customer loyalty of online transportation industry in indonesia. *Frontiers in Economics and Management*, 3(1), 300-307.
- Wu Minglong., & Tu Jintang. (2008). *SPSS and Statistical Application Analysis* (2nd ed.). Taipei: Wunan Book Publishing Company.
- Xia, Z. (2021). Study of consumer buying behavior and customer satisfaction of e-commerce in china. *Frontiers in Economics and Management*, 2(12), 560-571.
- Xu, Z. (2020). Analysis of Crucial Influencing Factors of Library Health Information Service Quality based on DEMATEL. *World Scientific Research Journal*, 6(11), 111-119.
- Yang, Y., Wang, Y., Liu, J., Cheng, X., & Zhang, X. (2020). Research on

- the Quality of Community Nursing Service under the View of the Social Capital Theory - Taking Chengdu as an Example. *International Journal of Social Science and Education Research*, 3(9), 34-45.
- Yu, C-H, Chang H-C., & Huang G-L. (2006). A study of service quality, customer satisfaction and loyalty in Taiwanese leisure industry. *Journal of American Academy of Business*, 9(1), 126-132.
- Zeng, Qingzan. (2003). *Research on Satisfaction of Hotels Affiliated to Theme Amusement Parks-Taking Jianfushan Prince Hotel as an Example*, Master Thesis, Institute of Tourism Management, University of Nanhua.
- Zhang, Jiwen. (2008). *Research on Service Quality, Satisfaction and Revisit Intention - Taking Niu Er Art Resort as an Example*, master's thesis, master class of Leisure Business Management Department of Chaoyang University of Science and Technology.
- Zhang, S., Zhang, H., & Wu, Y. (2023). Research Instructor Service Quality: An Important Guarantee for The Satisfaction of Participants in Research Activities. *World Scientific Research Journal*, 9(4), 112-119.
- Zhou, Y. (2021). Impacts of robotic services on customer satisfaction and repurchase intention: a case study of hotels in Beijing China. *Frontiers in Economics and Management*, 2(12), 433-441.