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The effect of customer's emotion, satisfaction, delight and loyalty on their travel experience

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Abstract

Purpose

This research aims at learning, in a deep and scientific way, how the emotions can be affected by the travel experience of the tourist, and how the emotions can make a difference to the satisfaction, delight and the loyalty for the tourism service provider to understand their customers more and develop their service for meeting their need and preferences for the sustainability in the fierce competition. It is inevitable to learn how to enhance the customer experience in an effective way for the promotion of the tourism industry which is standstill again.

Design/Methodology

Six variables are applied in this research with a conceptual model developed based on the aforementioned variables supported by the literature reviews. Only online based questionnaires for data collection has been performed due to several considerations with 145 responses in total. IBM SPSS was applied in data analysis process.

Result

The positive emotion resulted from the travel experience do impact the customer satisfaction and the loyalty and the affect from negative emotion to the customer satisfaction and the affect from delight of the customer to the satisfaction and loyalty is limited with no adequate result supporting.

Creativity

This study emphasises the continuous enhancement of the service quality in various aspect on the sake of service providers in tourism industry. It also provides a better comprehension on the travel experience and satisfaction mechanism.

Keywords

Tourism, Travel Experience, Emotion, Satisfaction, Delight, Loyalty

Acronyms

EXP	Travel Experience
PEMO	Positive Emotion
NEMO	Negative Emotion
SAT	Customer Satisfaction
Del	Customer Delight
LOY	Customer Loyalty

Introduction

Thanks to the ongoing development of technology and close international communication and co-operation, the tourism industry, together with the gastronomy and hospitality industries, is playing a vital role in numbers of countries and region supporting their economy and employment(Mossberg, 2007; Turner et al., 2016). However, it is easy to be phased out if the service provider is not capable to keep enhancing their service quality and diversity for catering to the need of the customers who always want the best(Ali et al., 2018; Finn, 2005). Tourism industry is more about the customers delight and sustainability rather than one-time purchase and profit and that is the major reason that the research is carried out(Loureiro et al., 2020; Mossberg, 2007). It is obvious that the enhancement of the service and the products is continuous for the changing need of the tourist based on their travel experience which is fundamental to their loyalty and positive word-of-mouth. The impact of travel experience on travel motives of different types of tourists has been studied for over three decades and it is revealed that tourist will be more willing to re-visit and recommend the place to others when their experience is (Uriely, 2005; Williams & Williams, 2012). Our research is aim at learning, in a deep and scientific way, how the emotions can be affected by the travel experience compounded with various service and products the tourist encountered, and how the emotions can make a difference to the satisfaction, delight and the loyalty for the tourism service provider to understand their customers more and develop their service for meeting their need and preferences for the sustainability in the fierce competition especially under the effect of the global pandemic with the recession of the tourism industry. It is inevitable to learn how to enhance the customer experience in an effective way for the promotion of the tourism industry which is standstill again.

Gaps

Although there are lots of research in terms of the experience, satisfaction, emotions, delight and loyalty and the relationship between some of them is strongly support, there are few researches for investigating the relationship between these variables simultaneously. For the travel experience, most of the previous researches are focusing what they know

about ta service rather than the emotion and feeling created from the service to the customer (Kim et al., 2017; Neal & Gursoy, 2008). Referring the satisfaction, most of the studies concluded that positive emotions can affect satisfaction of the tourist as one of the main elements produced from travel experience. However, the research about how the negative emotion works is limited, and it can only be assumed that negative emotions will harm the satisfaction(Kim et al., 2017). Some recent research also revealed that negative emotions did not affect the satisfaction in a simple way and the mechanism of it is not straightforward as expected with some negative emotion is expected during the travel experience and some can be recovered. The satisfaction will not be harmed in at least these two cases(Nawijn & Biran, 2019). For the satisfaction of the customer, the ordinal scale which is from high dissatisfaction to high satisfaction affected is not adequate and more research should be performed since one dimension can be insufficient (Alegre & Garau, 2010) and some researches also revealed that the evaluation of satisfaction may be limited since it is more likely to express their satisfaction or dissatisfaction for those extreme satisfied or dissatisfied customers(Xu et al., 2019). For the relationship among the satisfaction, delight and loyalty, the positive effect toward the customer delight by the customer satisfaction has been proved (Barnes et al., 2010; Finn, 2005; Torres & Kline, 2006)while some researchers believed that there is no clear difference between these two elements (M. G. Kim & Mattila, 2013) and the strong connection between satisfaction and loyalty has also been emphasised in numbers of previous research (Ali et al., 2018; El-Adly, 2019; Khadka & Maharjan, 2014; Latif et al., 2014). However, there is a lack of research relating the relationship of these three elements and therefore there is a need for further discuss.

Hence, the intention of this research which is investigating the emotions occur from the travel experience which affect the customer satisfaction and the relationship among the customer satisfaction, delight and loyalty has be developed.

Research Objective

This research aims at studying how the emotions can be affected by the travel experience compounded with various service and products the tourist encountered, and how the emotions can make a difference to the satisfaction, delight and the loyalty. Moreover, the difference between various region toward tourist experience and satisfaction will also be investigated.

Research Questions

1. How the travel experience affects the emotions of tourist?
2. How the positive emotion affects the customer satisfaction?
3. How the negative emotion affects the customer satisfaction?
4. How the customer satisfaction affects customer delight?
5. How the customer delight affects customer loyalty?
6. How the different demographic data affects travel experience?
7. How the different demographic data affects emotions?
8. How the different demographic data affects customer satisfaction?
9. How the different demographic data affects customer delight?
10. How the different demographic data affects customer loyalty?

Literature Review

The purpose of a literature review is to identify the related concepts for the research from credible literature sources (Rowley & Slack, 1988). For the accurate evaluation of the potential impacts and to assure the reputed credibility will be meet, credible sources including academic journals, textbooks and publications will be used in this part. Relevant concept and literature from professionals and doctoral degree holders will be also used in this proposal.

Background

Under the globalisation and rapid-growing development of the public transportation, food & beverage and hospitality industry, the demand of related tourism products has been dramatically increasing in recently year (Fapohunda & Tinuke.M., 2012). It is widely believed that tourism and hospitality is an industry related to people which means the encounter between the providers of service and the tourist is of vital importance in this industry. As a result, most of the operators are intending to adopt the high level of service standard and quality tailored to the customers' demanding needs (Song et al., 2012). It is obvious that knowing the need and preference of the customers is the first and vital step of the service enhancement which is also the main goal of our study. There are many of the previous studies focusing on understanding the customer in various aspect within a specific region: Song et al.(2012) conducted a research for the satisfaction index of the tourist in Hong Kong also promoted the model assessing the expectation and perceived performance and their effects on the customer satisfaction, intention and loyalty. Another study from Ali, Kim, Li and Jeon (2018) came up with a model of customers experience, satisfaction and loyalty affected by the experience of the tourists considering emotions to be important outcomes of the experiences in tourism industry where many tourist are motivated to travel expecting the pleasure and delight will be obtained. There is also a research from Hosany et al. (2017) supporting that the different level of emotion has a strong relation with the customer satisfaction and loyalty. Hence, it is not difficult to observe the common ground that the service can be evaluated from the customer satisfaction, delight and loyalty which is

affected by the emotion of the experience in this industry and thus a model for understanding the experience and emotion of the tourist which will be indicated by the customer satisfaction, delight and loyalty is promoted in our study.

Travel Experience

The term 'experience' is often used to refer to product offerings in in service settings that involve hedonic consumption, for example in travel, restaurants, hotels and the arts (Holbrook & Hirschman, 1982). The term 'customer service experience', meanwhile, has gained a great deal of attention since Pine and Gilmore (1999) introduced it in their conceptualization of the 'experience economy'. Regarding the tourism industry, more deeply investigation on the customer experience were conducted. It is revealed the customer tends to purchase products and services for the fun and enjoyment it entailed rather than its problem-solving or functions of a product only (Holbrook & Hirschman, 1982). Experience, in the perspective of some scholars, can also be conceptualised as sensation, feeling, cognitions and behavioural responses in relation with the design, identity packaging, communications and environments which vary in strength, intensity and valence. The experience is related but also distinct from other constructs of the brand such as brand attitudes, involvements, attachment and brand personality (Brakus et al., 2009).

Compared with the traditional marketing which focuses on the functions and benefit of products, contemporary experiential marketing has simultaneously progressed toward a focus on experience where tourism industry applied(Kao et al., 2008). Some studies also revealed that the environment and interaction could be the indication and contribution of evaluation of experience (Ali et al., 2018) As for the environment, it is believed that physical environment and atmosphere are fundamental of the creation of the tourist experience in related industry (Mossberg, 2007). Parasuraman, Zeithaml, and Berry (1988) stated that environment is the outlines of the tangible attributes of an intangible service or the service encounter. When it comes to the interaction, Ali et al (2018) proposed that tourism services are always provided with the presence of both service provider stuff and customers which make it possible to interact and influence the customers service experience with this kind of

bonding and this kind of bounding is regarded as the employee-customer interface interaction by Hartline and Ferrell (1996). For the interaction among customers, scholars also emphasize that the influence of other customers is in a service environment from both cognitive and affective perspectives. Under the cognitive perspective, researchers assume the customer cognitively appraises the behaviour and appearance of the other customers relative to his/her own behaviour which idea is in line with social comparison theory (Festinger, 1954; Jani & Han, 2013). In the meanwhile, the affective perspective relates to emotional contagion (Tombs & McColl-Kennedy, 2013).

With limited researches have been conducted, a framework based on the phases, the influence or the outcomes of the experience exist as the combination of the dimensions of the tourist experience. It is controversial to used phrases to evaluate tourist experience comes from leisure studies. A model has been developed with five distinct interacting phrases starting with anticipation, travel to site, on-site activity, return travel and recollection (Borrie & Roggenbuck, 2001). However, the model aforementioned tend to focus on outside force only and some scholar also believe that travel experience can also be conceptualised by the influential factors contributing the outcome of the experience with three interwoven aspects: the traveller, the destination and the local population (Jennings & Nickerson, 2005). Larsen (2007) also suggested some several elements for the outcome of tourist experience, like leisure, education and social interaction, namely intimacy, authenticity and the notion of place. Some studies also illustrate that tourist experience are also affective referring to the cognitive dimension and personal dimension (Dimmock,

2012). Hence, Juulia (2014) developed the following model for various dimensions of the tourist experience.
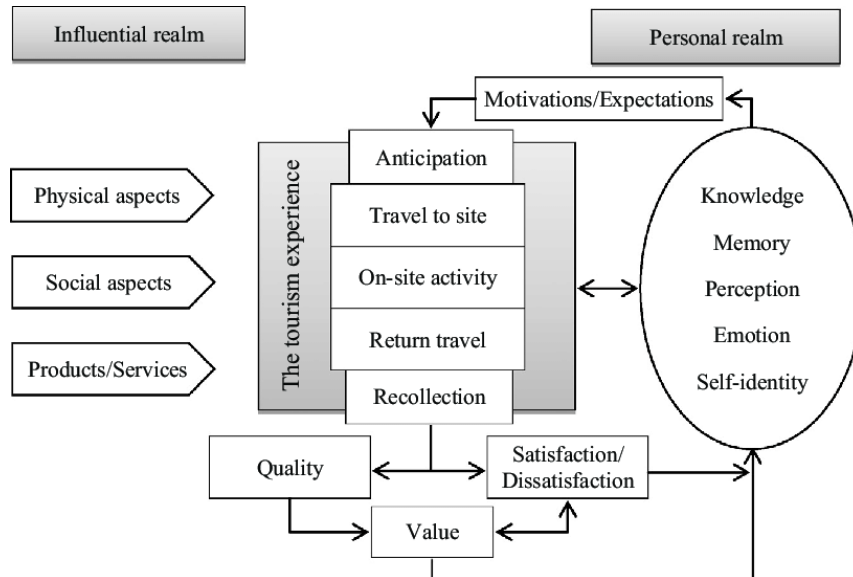

Figure 1: Model for Tourist Experience from Juulia (2014)

However, as the development of the tourism industry, the knowledge of experience is also changing and updating. For some researcher, customer experience is regarded as 'the internal and subjective response customers have to any direct or indirect contact with a company' (Ittamalla & Srinivas Kumar, 2019). Experience is also a subjective mental state during travel where learning enjoyment and escape represent facets of as a constant flow of idea and feelings during moments of consciousness(Loureiro et al., 2020). Sensory, affective, intellectual and behavioural dimensions are widely believed as the composition of experience among which sensory dimension is highly related to services industries(Iglesias et al., 2019). In the perspective of tourist, experience is highly engaged by them in the process of creation rather than passively see and learn while it is argued for the concept of holistic experience comparing the perceived situation and the tourist's cognitive schemas(Loureiro et al., 2020). The concept of travel experience comes up with the combination of the geography of the environment and user motions which is delivered via online travel media determining ways of presenting pictorial information and creating modality and navigability as the destinations' structure (Choi et al., 2018). It is also believed that in the formation of the travel experience which is holistic in nature with the cognitive of

customer´s and affective responses determined by the factors those can be controlled by the service provider such as staff and those that cannot such as the influence of another customer (Varnali, 2019), social cues together with other customer perception such as similarity, physical appearance and suitable behaviours are playing a vital rule and customer loyalty can also be affected simultaneously (Ittamalla & Srinivas Kumar, 2019). The travel experience is also determining the competitiveness which was believed as a static concept but getting more dynamic varying to tourism niche (Neto et al., 2020).

Emotions

Prior to the discussion of customer emotions, the distinguishment between emotion, affect, feeling and mood should be made (SONG, 2002). The affect is typically a terminology with the meaning of all the internal feeling such as emotions, feelings and mood (Cohen et al., 2015; Gardner, 1985). While mood refers to the transient feeling could be influenced by specific times and circumstances. Relatively, the emotion represents the mental states of readiness from the cognitive appraisals of events and idea (Bagozzi et al., 1999)including more general and pervasive affective status that individual perceive (Gardner, 1985).
In terms of the difference between general emotion and the customers emotions, it is believed that the same characteristics of internal and affective states have been shared (SONG, 2002).However, the differences is customer emotions are more specific, unique and less intense (Richins, 1997) .

In tourist industry, more researches related to the emotions of tourist has been conducted: Hosany et al. (2017) promoted the model considering the effect of tourist emotions related to the mediating effect of customers satisfaction and loyalty which revealed that both the positive emotions and negative emotions corelated to the satisfaction and loyalty indicated by the intention of recommendation. Shoval et al. (2018) presented a novel model combined with the physiological measures of emotion and semantic contextual for obtaining the comprehensive knowledge of tourists experience and emotions. Measurement of emotion in tourism is conceptualised by dimensional approaches with few dimension such as positive and negative, or pleasure and arousal among which summary

dimension, positive and negative are common and tend to influence the customer satisfaction and behaviour intention (Hosany et al., 2017).

Positive emotion is a positive reaction from favourable appraisals of the experience and negative emotion is unavoidable since it is impossible for the all the tourist associate to the place positively (Prayag et al., 2013). Hence, two hypotheses for the impact on emotions from the travel experience are formulated.

Based on the researches above, the following hypotheses are development:

H1: Travel experience of tourist has a significant impact on their positive emotion.

H2: Travel experience of tourist has a significant impact on their negative emotion.

Customer satisfaction, delight and loyalty

There are lots of previous researches focused on customer satisfaction, delight and loyalty both individually and simultaneously which are essential for understanding the customers in marketing aspect.

Customer Satisfaction

It is commonly known that satisfaction is a sense of enjoyment or one thing that offers happiness due to a desire, a need or a demand had been consummated or convinced (Michel, 1990). The earlier studies of customer satisfaction by Marit G. Gundersen that Customer Satisfaction is typically defined as a post-alternative evaluative judgment about a particular purchase decision (Gundersen et al., 1996). In the marketing literature, Lewin (1939) initially proposed that the Expectancy-Disconfirmation theory is the most influential theory to clarify the consumer satisfaction and after more developed this theory by Oliver (1980). In other literature of serving management, consumer satisfaction occurs when the consumers' perception of the value gained from their consumption is equal to the perceived quality of service versus cost (i.e., effort, time, and price). What's more, different competitors in the industry would affect the buyer perceived service quality thus influence the buyer to expect value (Hallowell, 1996). Customers are likely to consider some aspects

of the transaction like product or service features (such as restaurant atmosphere and food quality), service features (such as responsiveness of the service provider), and price, to be satisfied with their overall experience(Brakus et al., 2009; Hosany & Gilbert, 2010; Iglesias et al., 2019).

The concept satisfaction of the customer is updating with the development of marketing in recent years, it is believed that satisfaction influence the attitude change and purchase intention and include needs, quality, fairness, and regret as the determinants. With the intention to get customer satisfaction in the industrial market, firms should be able to predict and fulfil the buyer's need clearly; hence it is the prerequisite to be a success in the competition of the industrial market (Oliver, 2014). In recent tourism industry, the self-gratification, price, quality, transaction, hedonic dimensions are found to have a significant direct positive effect on customer satisfaction together with the loyalty (El-Adly, 2019).

For the relationship between tourist emotions and satisfaction, it is believed that satisfaction is a positive reaction resulting from favourable appraisals of experience (Oliver, 2010) while mixed evidences exists for the negative impact of the satisfactions from negative emotion (Phillips & Baumgartner, 2012; Westbrook, 1987).Hence, the model of the relationship between experience, emotions and satisfaction can be constructed.

Accordingly, the following hypotheses are formulated:
H3: Positive emotion of tourist has a significant impact on their satisfaction.
H4: Negative emotion of tourist has a significant impact on their satisfaction.

Customer Delight

There are lots of attentions has been paid in the concept of customer delight: delight is considered an emotion with the combination of pleasure which refers to the level to which a person feels good and arousal refers to how a person feels stimulated (Torres & Kline, 2006). Some scholar also believed that customers are delighted with the pleasant surprise responded to a disconfirmation resulting from an experience (Finn, 2005; M. G. Kim & Mattila, 2013; Torres & Kline, 2006). However, some researchers hold the opposite perspective that surprise is not an inevitable element compounding the delight of customer which can simply occur as a result of pleasant and joy instead (Barnes et al., 2010; M. G. Kim & Mattila, 2013). There is other conceptualisation has been proposed that customer delight is an extreme level of satisfaction while the distinguishment between satisfaction and delight is still unclear (M. G. Kim & Mattila, 2013).

Customer Loyalty

In the Tourism industry, the complaints from the customers are what we always facing. The intention of complaint is affected by the satisfaction level. The higher level of satisfaction the customers possess, the less likely that they intend to make a compliant (Song et al., 2012). With a high level of satisfaction and low intention to complain, there will be a high level of loyalty which can be determined by the willingness of recommendation and re-visit in the tourism industry. A competitive advantage that will enhance the overall knowledge with experiences and trustworthiness of the service providers with a strong loyalty (Latif et al., 2014).

The Relation among Customer Satisfaction, Loyalty and Delight

Regarding the relations and synergy among these three elements in business industry for better understanding of the customers, a large number of researches has been come out. It is commonly known that there is a positive relationship between customer loyalty and profitability (Bowen & Chen, 2001). Khadka & Maharjan (2014) proposed that customer satisfaction and loyalty represent a top priority of a service provider while loyalty is not the thing result from satisfaction and a step by step process need. Therefore, customer loyalty can be regarded as a by-product from customer satisfaction while a high level of satisfaction contributes to the significant increase of the high level of customer loyalty. A previous study from Heskett et al. (2008) also supports that statement by revealing the figure below:
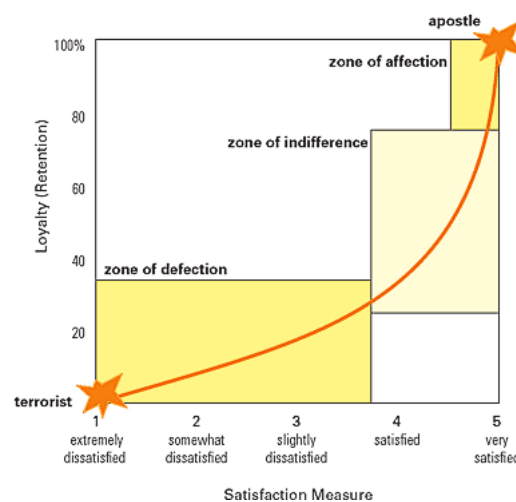
Figure 2: Relationship between Satisfaction and Loyalty from Heskett et al. (2008)

The figure above showns the loyalty of the customer based on the their satisfaction while three groups of customers are divided by the level of satisfactions with the result that high level of satisfaction can lead to a higher level of loyalty.

In terms of the impact of customer delight on satisfaction and loyalty, unlike the impact of emotion on these two elements, the research is limited though there are lots of researches has been emphasised the importance of delighting the customers (Oliver, 1997; Torres & Kline, 2006). Most of the researches stated that the positive emotions significantly affect customer satisfaction and loyalty (Ali et al., 2018), like what we stated above referring the emotion. However, some scholars like Kim et al. (2013) and Ariffin and Yahaya (Ariffin &

Yahaya, 2013) proposed that delight may influence the satisfaction and loyalty in tourism industry. Referring the previous studies, Ali et al. (2018) promoted a model for the relationship between delight and satisfaction in his study.

Accordingly, the following hypotheses are formulated:

H5: Satisfaction of tourist has a significant impact on their delight.

H6: Satisfaction of tourist has a significant impact on their loyalty.

H7: Delight of tourist has a significant impact on their loyalty.

Conceptual Model and hypothesis

Conceptual Model

Based on the literature review, a study related to the travel experience, emotions, satisfactions, delight and loyalty together has not been conducted although there are various researchers learning these various simultaneously. Therefore, a conceptual model for our research is developed.

In this study, the customer delight and loyalty of the tourist are the primary variables. Hence, travel experience, emotions and customer satisfaction are the independent variables that influence the dependent variables in either positive or negative way.
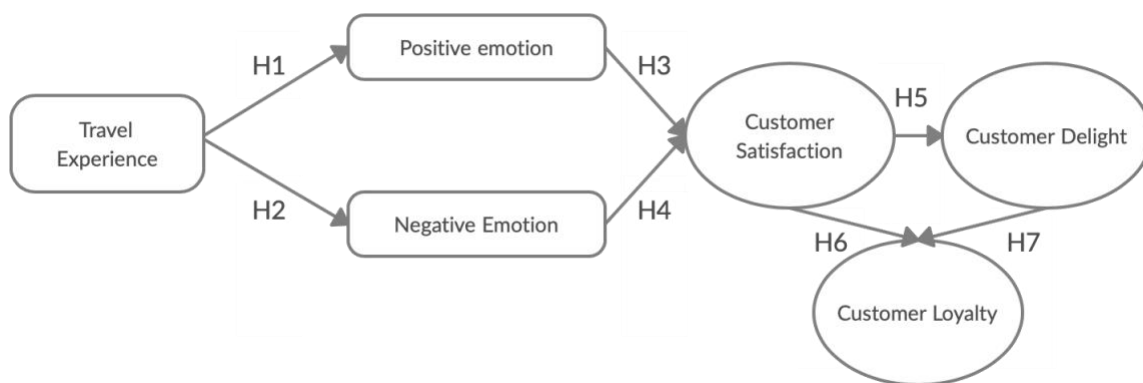
Figure 3: Conceptual Model

Hypothesis

H1: Travel experience of tourist has a significant impact on their positive emotion.

A large number of previous researches support that the travel experience is vital in tourism industry which is able to be influencing the level of the emotion toward the tourist (Ali et al., 2018; J. Kim & Fesenmaier, 2017). And based on the previous studies related to the emotion of tourist which the positive emotion and negative emotion can be applied to conceptualise to (M. G. Kim & Mattila, 2013), the hypothesis H1 is formulated.

H2: Travel experience of tourist has a significant impact on their negative emotion.

As it mentioned, emotion can be conceptualised as positive emotion which is from delighting travel experience and negative emotions which is unavoidable during the delivery of the service in tourism industry (Prayag et al., 2013). The hypothesis H2 is formed with the intention to investigate the relationship between travel experience and the emotions together with the hypothesis H1.

H3: Positive emotion of tourist has a significant impact on their satisfaction.

Customer satisfaction is vital to be created during the service delivery which is mainly considered as the result from the high level of positive emotion of the experience (Oliver, 2010). The model has also been promoted considering the effect of tourist emotions related to the mediating effect of customers satisfaction and loyalty which revealed that both the positive emotions and negative emotions corelated to the satisfaction and loyalty indicated by the intention of recommendation (Hosany et al., 2017). Hence, the hypothesis H3 is developed.

H4: Negative emotion of tourist has a significant impact on their satisfaction.

It is known that negative emotion is working together with the positive one for the effect to satisfaction from the experience (Prayag et al., 2013). This hypothesis is formed with H3 simultaneously to investigate how the various level of emotion affect the satisfaction of the customers.

H5: Satisfaction of tourist has a significant impact on their delight.

It is widely accepted that the positive emotion significantly affect customer satisfaction and for a higher level of loyalty based on the previous studies, while some scholar also proposed that the delight can also be affected by the satisfaction and loyalty(Ali et al., 2018; Ariffin & Yahaya, 2013; M. G. Kim & Mattila, 2013). Referring the previous studies, a hypothesis H5 for the relationship between delight and satisfaction is formed.

H6: Satisfaction of tourist has a significant impact on their loyalty.

Most of the researches support that the high level of customer loyalty is formed by repeating high level of satisfaction toward the customer and not all the repeating customer satisfaction will turn to the loyalty since the customer can still switch(Bowen & Chen, 2001; Brakus et al., 2009; Ittamalla & Srinivas Kumar, 2019). The hypothesis H6 is developed for validating the relationship between satisfaction and loyalty with further study.

H7: Delight of tourist has a significant impact on their loyalty.

It is proposed that customers are delighted with the pleasant surprise responded to a disconfirmation resulting from an experience (Finn, 2005; M. G. Kim & Mattila, 2013; Torres & Kline, 2006). However, there is the conceptualisation has been proposed that customer delight is an extreme level of satisfaction while the distinguishment between satisfaction and delight is still unclear (M. G. Kim & Mattila, 2013). Since more researches support that high level of satisfaction can create high level of loyalty, the relationship between delight and loyalty is still unclear with limited supporting. Hence, a hypothesis H7 is formulated for the relationship between these two variables.

List of Hypotheses	
H1	Travel experience of tourist has a significant impact on their positive emotion.
H2	Travel experience of tourist has a significant impact on their negative emotion.
H3	Positive emotion of tourist has a significant impact on their satisfaction.
H4	Negative emotion of tourist has a significant impact on their satisfaction.
H5	Satisfaction of tourist has a significant impact on their delight.
H6	Satisfaction of tourist has a significant impact on their loyalty.
H7	Delight of tourist has a significant impact on their loyalty.

Table 1: List of Hypotheses

Research Design and Methodology

The quantitative research is applied in this study with the questionnaires available online only due to the hygiene and public health consideration. Therefore, some instruments are adopted in the questionnaires design for evaluation and quantification of the variables in our study.

Questionnaires Design

The memorable tourism experience (MTE) was adopted by Coudounaris & Sthapit (2017) from consisting 27 measurement items exploring the dimension of tourism experience with three items measuring the behavioural intention from Zeithaml et al.(1996). Additionally, the adverse feeling was the component of 3 measurement items adapted from Tronvoll (2011). These instruments are also used in the research related to the tourist experience conducted by J. H. Kim et al. (2012)

Items for Tourism Experience	References
Hedonism 1: I was thrilled to have a new experience in Rovaniemi	
Hedonism 2: I took part in activities during the trip Hedonism 3: I really enjoyed the trip	
Hedonism 4: I had an exciting experience	
Novelty 1: I had a unique experience	
Novelty 2: I had once in a lifetime experience	
Novelty 3: My trip to Rovaniemi was different from previous trips	
Novelty 4: I experienced something new (e.g., food, activities, etc.) during the trip	
Local culture 1: I had a good impression of the local culture during the trip	
Local culture 2: I had a chance to closely experience the local culture in Rovaniemi	(Coudounaris & Sthapit, 2017; J. H. Kim et al., 2012; Zeithaml et al., 1996)
Local culture 3: Local people in Rovaniemi were friendly toward me	
Refreshment 1: I relieved stress during the trip	
Refreshment 2: I felt free from daily routine during the trip	
Refreshment 3: I had a refreshing experience	
Refreshment 4: I felt better after the trip	
Meaningfulness 1: I felt that I did something meaningful during the trip	
Meaningfulness 2: I felt that I did something important during the trip	

Meaningfulness 3: I learned something about myself from the trip	
Involvement 1: I visited a place that I really wanted to visit in Rovaniemi	
Involvement 2: I enjoyed activities that I really wanted to do in Rovaniemi	
Involvement 3: I was interested in the main activities offered to tourists	
Knowledge 1: I gained a lot of information during the trip	
Knowledge 2: I gained a new skill(s) from the trip	
Knowledge 3: I experienced new culture(s)	
Adverse feeling 1: AF1—I was angry during the stay	
Adverse feeling 2: AF2—I was frustrated during the stay	
Adverse feeling 3: AF3—I was embarrassed during the stay	
Behavioural intentions 1: I plan to participate in the same activities	
Behavioural intentions 2: I plan to visit Rovaniemi again in the near future	
Behavioural intentions 3: I plan to recommend Rovaniemi as a tourist destination to my friends or family	

Table 2: Items of Travel Experience

Positive emotions were captured using 6 items of destination emotional scale (DES) adapted from Hosany and Gilbert (2010) while two items caputured each of the DES' three dimensions: Joy, Love and Postive surprise. The six items were aggregated into the variable 'Positive Emotions'. In contrast, the negative emotions were measured by disappointment, displeasure and unhappiness adopted by Hon

sany and Pravag (2013). Respondents had ro rate their intensity of the emotional experience.

Items	References
Positive emotions	
I feel a sense of Amazement	
I feel a sense of Caring	
I feel a sense of Inspiration	
I feel a sense of Joy	(Hosany & Gilbert, 2010; Hosany & Prayag, 2013)
I feel a sense of Love	
I feel a sense of Pleasure	
Negative emotions	
I feel a sense of Disappointment	
I feel a sense of Displeasure	
I feel a sense of Unhappiness	

Customer Satisfaction Score (CSAT) is the most widely-used and starightforward customer satisafaction survey methodologies and it measures customer satisfaction with a business, purchase and service interaction with a corresponding survey scale from 1 to 7 will be applied in our research. There is a similar standardised index called Customer Loyalty Index (CLX) widely accepted in customer loyalty measurement. In terms of the customer delight, a measuremen with three items from Kim et al. (2013) was embraced in our questionnaires.

Items	References
Customer Satisfaction	
I am satisfied with ….	
My choice to ….. was a wise one	
I think I did the right thing to ….	
I feel that my experience with this ….. has been enjoyable	
Customer Loyalty	(Ali et al., 2018; M. G. Kim & Mattila, 2013)
How likely are you to recommend us to your friends or contacts?	
How likely are you to buy from us again in the future?	
Customer delight	
I felt delighted at some time during my visit	
I felt gleeful at some time during my visit	
I felt elated at some time during my visit	

Table 4: Items of Customer Satisfaction, Delight and Loyalty

Seven-likert scale from '1-Totally Disagree' to '7-Totally Agree' was applied in all these items for consistancy and accuracy.

Data Collection Method

The quantitative research is applied in this study with the questionnaires available online only due to the hygiene and public health consideration. Therefore, some instruments are adopted in the questionnaires design for evaluation and quantification of the variables in our study.

The data for this research is collected in a standardized form online by using an Internet-based platform such as google forms and a quantitative approach was applied. According to Hirsjärvi et al. (2009), quickness and easy access to the material are advantages of the

online survey with the benefits of the online questionnaire that are high possibility of gaining a large amount of data and cost-effectiveness (Sniukas, 2020). In the difficulty time we are encountering, online questionnaire is also a good way in terms of hygiene with minimising the physical contact and environmental friendliness. However, the initiative of the respondents is limited rather than the in-person based questionnaires.

The questionnaire is available in four languages: Chinese Traditional, Chinese simplified and Portuguese based on the original version of English consisting the opening and introductory questions such as requiring the personal particulars of the respondents in nominal scales in terms of their demographic profile like age, gender, education level and income, which allowed respondents to get acquainted and feel connected and questions related to our study appears then. Key questions will be used to guide the respondents towards the main part of the discussion and to focus on the purpose of this study.

Pre-Test

Before the overall proceeding of the data analysis process, the pre-test was conducted at the beginning of May with 20 pieces of questionnaires in four different languages for detecting any potential error and ambiguous in terms of the statements and translation. A common box was also placed in the end of the questionnaires for collecting the feedback from the respondents. Some minor amendment has been made after the testing in terms of the translation based on the feedback from these respondents with no major error has been detected during the pre-test period.

Data Characteristics

Subsequent to the data collection, there are 144 valid questionnaires out of 145 totals. The characteristics of the data are including the gender, place of origins, place of residence age, occupation status, marital status and monthly income. Following are the tables and charts regarding these characteristics for reference.

Gender

	Frequency	Percentage %
Male	76	52.8
Female	62	43.1
Prefer not to tell	6	4.2
Total	144	100

Table 5: Characteristic of Gender of the Respondents

The table above shows the genders of the total 144 respondents 76 persons among which are male ranking 52.8% and 62 persons are female ranking 43.1% while there are 6 persons preferred not to tell ranking 4.2%.

Place of Origins

Place of Origins	Frequency	Percentage %
Cantonese-Speaking countries	84	58.3
English-Speaking Countries	1	0.7
Mandarin-Speaking Countries	33	22.9
Portuguese-Speaking Countries	25	17.4
Others	1	0.7
Total	144	100

Table 6: Characteristic of Place of Origins of the Respondent

The table above shows the situation of the place of origins among the respondents. There are 84 of them are from Cantonese-speaking countries (e.g. Hong Kong and Macau) ranking 58.3%, one respondent is from English-speaking countries ranking 0.7% while 33 of them originated in Mandarin-speaking countries with the percentage of 22.9%, 25 of them are from Portuguese-speaking countries (e.g. Portugal and Brazil) ranking 17.4% and one from other countries.

For those who originated in a multilingual country (e.g. Singapore and Malaysia) they are required to choose their mother tongue in this question.

Place of Residence

Place of Residence	Frequency	Percentage %
Cantonese-Speaking countries	75	52.1
English-Speaking Countries	2	1.4
Mandarin-Speaking Countries	29	20.1
Portuguese-Speaking Countries	37	25.7
Others	1	0.7
Total	144	100

Table 7: Characteristic of Place of Residence of the Respondent

The table above shows the situation of the place of residence among the respondents. There are 75 of them are from Cantonese-speaking countries (e.g. Hong Kong and Macau) with the percentage of 52.1%, two respondent is residing in the English-speaking countries ranking 1.4% while 29 of them originated in Mandarin-speaking countries with the percentage of 20.1%, 37 of them are from Portuguese-speaking countries (e.g. Portugal and Brazil) ranking 25.7% and one from other countries.

For those who originated in a multilingual country (e.g. Singapore and Malaysia) they are required to choose their mother tongue for this question.

Age

Age	Frequency	Percentage %
Under 18	2	1.4
Age 18-27	108	75.0
Age 28-37	31	21.5
Age 38-47	3	2.1
Over 47	0	0
Total	144	100

Table 8: Characteristic of Age of the Respondents

The table above reveals the age group of the respondents. Most of the. Respondents fall on age 18-27 with total 108 person ranking 75%. 31 of them fall on age 28-37 with the percentage of 21.5% while three (2.1%) falls on age 38-47 and two (1.4%) are under 18.

Occupation Status

Occupation Status	Frequency	Percentage %
Full Time Student	63	43.8
Employed	62	43.1
Self-Employed/Freelance	14	9.7
Unemployed	5	3.5
Total	144	100

Table 9: Characteristic of Occupation Status of the Respondents

The table above indicates the occupation status of the respondents. As it shown from the data, 63 of them are full time students with the percentage of 43.8% and 62 of them are employed in full-time or part-time ranking the 2nd with the percentage of 43.1%. There are also 14 persons are self-employed and 5 unemployed contributing 9.7% and 3.5%.

Marital Status

Marital Status	Frequency	Percentage %
Single	135	93.8
Married	6	4.2
Other	3	2.1
Total	144	100

Table 10: Characteristic of Marital Status of the Respondents

Referring to the marital status, most of the respondents are single with the frequency of 135 and percentage of 93.8% while 6 (4.2%) are married and 3 (2.1%) are in another situation.

Monthly Income

Monthly Income	Frequency	Percentage %
Less than 500€	53	36.8
500-1000€	19	13.2
1,001-1,500€	21	14.6
1,501-2,000€	25	17.4
2,001-2,500€	12	8.3
2,501-3,000€	8	5.6
More than 3,000€	6	4.2
Total	144	100

Table 11: Characteristic of Monthly Income of the Respondents

Regarding the monthly income, 53 of the respondents earn less then 500€ monthly with 36.8%, 19 of them earn 500-1,000€ per month with the percentage of 13.2%, 21 of them have the monthly income of 1,001-1,500€ with 14.6% and 25 of them earn 1,501-2,000€ monthly with 17.4%. At the same time, there are 12 persons hold the monthly income of 2,001-2,500€ monthly with the percentage of 8.3%, 8 of them earn 2,501-3,000€ with 5.6% and 6 of them earn more than 3,000€ with the percentage of 6%.

Statistical Analysis

With the intention of evaluating the correlation between the variables within the model of the study, the following data analysis is conducted.

Reliability Analysis

The Cronbach's Alpha is widely adopted in reliability test which aims to evaluate the reliability of the questionnaires.

The level of reliability is determined by the following table:

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 12: Standard of Determining Reliability by Cronbach's Alpha

Source: George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference, 11.0 update (4th ed.). Boston: Allyn and Bacon.

The following table illustrate the level of reliability of the date collected from the respondents and the result is satisfactory since the Cronbach's Alpha of all the scales are

higher than 0.7 with the internal consistency is acceptable or above. As a result, a satisfying level of reliability and internal consistency can be presumed.

Reliability Statistics			
Scale	Cronbach's Alpha	N of Items	Internal Consistency
Travel Experience	0.927	30	Excellent
Positive Emotion	0.793	6	Acceptable
Negative Emotion	0.797	3	Acceptable
Customer Satisfaction	0.954	4	Excellent
Customer Delight	0.878	3	Good
Customer Loyalty	0.850	3	Good

Table 13: Result of Reliability Statistic

Factor Analysis

Factor analysis is one of the vital statistical method applied for the variability between variables with the purpose to describe the relationship between many indicators of factors. In our study, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity are adapted indicating the proportion of variance in the variables that might be caused by underlying factors. It is tended to be more useful with higher value of KMO which always between 0 to 1. The significant level of the Bartlett test ($p < 0.05$) was used as a minimum to prove the number of samples the foot bath satisfies the number of items in the scale. The following table indicates the different degree of common variance with various KMO.

KMO	Degree of Common Variance
1 - 0.9	Excellent
0.9 - 0.8	Good
0.8 - 0.7	Average
0.7 -0.6	Reasonable
0.6 -0.5	Poor
< 0.5	Unacceptable

Table 14: Standard of Determining the Variability by KMO

And followed are the result of the related tests.

Scale	Dimension	Bartlett's Test	% of Variance	KMO	Internal Consistency
Travel Experience	1	0.000	72.004	0.876	Good
Positive Emotion	1	0.000	72.430	0.689	Reasonable
Negative Emotion	1	0.000	71.335	0.597	Poor
Customer Satisfaction	1	0.000	87.837	0.844	Good
Customer Delight	1	0.000	80.186	0.657	Reasonable
Customer Loyalty	1	0.000	76.997	0.730	Average

Table 15: Result of the Factor Analysis

Referring the data shown above, all the KMO level of different scales are not unacceptable and there are two scales' KMO is over 0.8 which can be considered good.

Data Analysis

The section illustrates the relationship of variables and proof of hypothesis with most of the information has been analysed.

Descriptive Analysis

Scale	Mean	Standard Deviation	N
Travel Experience	5.1356	0.829	144
Positive Emotion	5.2581	1.095	144
Negative Emotion	2.5926	1.576	144
Customer Satisfaction	5.9479	1.097	144
Customer Delight	5.9236	1.049	144
Customer Loyalty	5.7662	1.108	144

Table 16: Result of the Descriptive Analysis

The table above present the result of descriptive analysis of all the scales to characterise the sample's behaviour and mean (From 1-7), standard deviation and items amounts are indicated.

Correlation

Variable	Exp	PEmo	NEmo	Sat	Del	Loy
Exp	1					
PEmo	0.668**	1				
NEmo	0.088	-0.203*	1			
Sat	0.675**	0.635**	-0.275**	1		
Del	0.564**	0.482**	-0.165**	0.765**	1	
Loy	0.720**	0.628**	-0.134	0.701**	0.525**	1
					** Correlation is significant at the 0.01 level (2-tailed).	
					* Correlation is significant at the 0.05 level (2-tailed).	

Table 17: Result of the Pearson Correlation among Variables

The table above presents the Pearson Correlation among all the variables which can be regarded as significant at the 0.01 level with ** and at the 0.05 level with *. It can be inferred that most of the correlation between two different variables can be regarded as significant apart from the correlation between travel experience and negative emotion, together with the combination between negative emotion and customer loyalty.

In terms of the correlation between variables referring to the conceptual model, it can be revealed that the Pearson Correlation value r between experience and two different emotion are 0.668 and 0.088 while the Pearson Correlation value r between positive emotion and customer satisfaction is 0.635. The p value between satisfaction, delight and loyalty is 0.765, 0.525 and 0.701. Apart from the negative emotion, all other variables are significantly correlated.

Variables	Experience	Positive Emotion	Negative Emotion	Satisfaction	Delight	Loyalty
Gender	0.032	0.019	0.165*	-0.098	0.004	-0.008
Place of Origins	0.060	0.318	0.344	0.136	0.008	0.178
Place of Resident	0.177	0.367	0.773	0.430	0.111	0.183
Age	0.068	-0.116	-0.088	0.114	0.048	0.177*
Occupation	-0.064	-0.172*	-0.022	0.112	-0.017	-0.014
Marital Status	0.332	-0.023	-0.087	0.030	0.050	-0.052
Income	-0.017	-0.069	-0.089	0.012	-0.066	0.023
** Correlation is significant at the 0.01 level (2-tailed).						
* Correlation is significant at the 0.05 level (2-tailed).						

Table 18: Result of Pearson Correlation between Variables and Demographic Data

The table above shows the Pearson Correlation between the variables with different demographic data such as gender, place of origins, age, occupation status, marital status and income level. For the data indicated above, the correlation between the demographic data and variables cannot be regarded as significant at the 0.01 and 0.05 level.

However, there are two pairs of correlations are revealed at the 0.05 level. There is sufficient evidence that the correlation between the gender and negative emotion falls on 0.165 which means that the correlation between gender and negative emotion can be regarded as significant at the 0.05 level. There is also sufficient evidence that the correlation between occupation status and positive emotion is significant at the 0.05 level with the r=-0.172.

ANOVA

ANOVA test is used to measure the level of difference between different choices of the variables and it is used to evaluate the differences between the demographic data and the variables in our study. From next page, the result of the ANOVA among the variables and the demographic data will be presented.

Gender						
		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	0.119	2	0.060	0.086	0.918
	Within Groups	98.080	141	0.696		
	Total	98.199	143			
PEmo	Between Groups	0.326	2	0.163	0.134	0.875
	Within Groups	171.220	141	1.214		
	Total	171.546	143			
NEmo	Between Groups	29.935	2	14.967	6.488	0.002
	Within Groups	325.275	141	2.307		
	Total	171.546	143			
Sat	Between Groups	2.427	2	1.214	1.008	0.367
	Within Groups	169.682	141	1.203		
	Total	172.109	143			
Del	Between Groups	2.611	2	1.306	1.189	0.308
	Within Groups	154.882	141	1.098		
	Total	157.493	143			
Loy	Between Groups	0.167	2	0.083	0.067	0.935
	Within Groups	175.406	141	1.244		
	Total	175.573	143			

Table 19: Result of Difference between Variables and Gender

From the result of ANOVA above, it can be inferred that different is not significant at 0.01 level in most case and hence the difference between gender and variables are not significant which means that as for samples with different gender, there is no difference of the variables (experience, positive emotions, satisfaction, delight and loyalty)

However, the sig. between gender and negative emotions are 0.002 which means there will be different negative emotion level with different gender.

Place of Origins

		Sum of Squares	df	Mean Square	F	Sig.
Place of Origins						
Exp	Between Groups	11.794	4	2.948	4.743	0.001
	Within Groups	86.406	139	0.622		
	Total	98.199	143			
PEmo	Between Groups	8.361	4	2.090	1.780	0.136
	Within Groups	163.185	139	1.174		
	Total	171.546	143			
NEmo	Between Groups	8.500	4	2.125	0.852	0.495
	Within Groups	346.709	139	2.494		
	Total	355.210	143			
Sat	Between Groups	27.589	4	6.897	6.634	0.000
	Within Groups	144.520	139	1.040		
	Total	172.109	143			
Del	Between Groups	24.917	4	6.229	6.531	0.000
	Within Groups	132.576	139	0.954		
	Total	157.493	143			
Loy	Between Groups	25.614	4	6.403	5.935	0.000
	Within Groups	149.959	139	1.079		
	Total	175.573	143			

Table 20: Result of Difference between Variables and Place of Origins

From the table above, it is inferred that there is no significant difference between the emotions (Positive and Negative) and the place of origins. Hence, the samples with different place of origins are less likely to have different emotion level.

However, the sig. level of the travel experience, customer satisfaction, customer delight and customer loyalty are 0.001, 0.000, 0.000 and 0.000 which means it can be concluded that there are the significant differences of the travel experience, customer satisfaction, customer delight and customer loyalty with different place of origins.

Place of Resident						
		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	9.579	4	2.395	3.756	0.006
	Within Groups	88.620	139	0.638		
	Total	98.199	143			
PEmo	Between Groups	11.232	4	2.808	2.435	0.050
	Within Groups	160.314	139	1.153		
	Total	171.546	143			
NEmo	Between Groups	1.958	4	0.489	0.193	0.942
	Within Groups	353.252	139	2.541		
	Total	355.210	143			
Sat	Between Groups	25.030	4	6.258	5.914	0.000
	Within Groups	147.079	139	1.058		
	Total	172.109	143			
Del	Between Groups	23.370	4	5.842	6.055	0.000
	Within Groups	134.123	139	0.965		
	Total	157.493	143			
Loy	Between Groups	26.365	4	6.591	6.140	0.000
	Within Groups	149.209	139	1.073		
	Total	175.573	143	2.395		

Table 21: Result of Difference between Variables and Place of Resident

From the table above, it is inferred that there is no significant difference between the emotions (Positive and Negative) and the place of resident. Hence, the samples with different place of resident are less likely to have different emotion level.

However, the sig. level of the travel experience, customer satisfaction, customer delight and customer loyalty are 0.006, 0.000, 0.000 and 0.000 which means it can be concluded that there are the significant differences of the travel experience, customer satisfaction, customer delight and customer loyalty with different place of resident.

Age

Age						
		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	2.227	3	0.742	1.083	0.358
	Within Groups	95.972	140	0.686		
	Total	98.199	143			
PEmo	Between Groups	9.011	3	3.004	2.587	0.056
	Within Groups	162.535	140	1.161		
	Total	171.546	143			
NEmo	Between Groups	9.726	3	3.242	1.314	0.272
	Within Groups	345.484	140	2.468		
	Total	355.210	143			
Sat	Between Groups	5.602	3	1.867	1.570	0.199
	Within Groups	166.507	140	1.189		
	Total	172.109	143			
Del	Between Groups	3.962	3	1.321	1.204	0.311
	Within Groups	153.531	140	1.097		
	Total	157.493	143			
Loy	Between Groups	6.895	3	2.298	1.908	0.131
	Within Groups	168.678	140	1.205		
	Total	175.573	143			

Table 22: Result of Difference between Variables and Age

From the result of ANOVA above, it can be inferred that different is not significant at 0.01 level and hence the difference between age and variables are not significant which means that as for samples with different age, there is no difference of the variables (experience, emotions, satisfaction, delight and loyalty)

Occupation Status		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	0.461	3	0.154	0.220	0.882
	Within Groups	97.738	140	0.698		
	Total	98.199	143			
PEmo	Between Groups	5.932	3	1.977	1.672	0.176
	Within Groups	165.614	140	1.183		
	Total	171.546	143			
NEmo	Between Groups	2.096	3	0.699	0.277	0.842
	Within Groups	353.114	140	2.522		
	Total	355.210	143			
Sat	Between Groups	4.928	3	1.643	1.376	0.253
	Within Groups	167.181	140	1.194		
	Total	172.109	143			
Del	Between Groups	6.122	3	2.041	1.887	0.135
	Within Groups	151.371	140	1.081		
	Total	157.493	143			
Loy	Between Groups	0.640	3	0.213	0.171	0.916
	Within Groups	174.934	140	1.250		
	Total	175.573	143			

Table 23: Result of Difference between Variables and Occupation Status

From the result of ANOVA above, it can be inferred that different is not significant at 0.01 level and hence the difference between occupation status and variables are not significant which means that as for samples with different occupation status, there is no difference of the variables (experience, emotions, satisfaction, delight and loyalty).

Marital Status

Marital Status						
		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	2.230	2	1.115	1.639	0.198
	Within Groups	95.969	141	0.681		
	Total	98.199	143			
PEmo	Between Groups	1.434	2	0.717	0.594	0.553
	Within Groups	170.112	141	1.206		
	Total	171.546	143			
NEmo	Between Groups	4.039	2	2.020	0.811	0.447
	Within Groups	351.171	141	2.491		
	Total	355.210	143			
Sat	Between Groups	0.167	2	0.083	0.068	0.934
	Within Groups	171.943	141	1.219		
	Total	172.109	143			
Del	Between Groups	0.520	2	0.260	0.233	0.792
	Within Groups	156.973	141	1.113		
	Total	157.493	143			
Loy	Between Groups	7.658	2	3.829	3.215	0.043
	Within Groups	167.915	141	1.191		
	Total	175.573	143			

Table 24: Result of Difference between Variables and Marital Status

From the result of ANOVA above, it can be inferred that different is not significant at 0.01 level and hence the difference between marital status and variables are not significant which means that as for samples with different marital status, there is no difference of the variables (experience, emotions, satisfaction, delight and loyalty).

Income Level		Sum of Squares	df	Mean Square	F	Sig.
Exp	Between Groups	4.675	6	0.779	1.141	0.342
	Within Groups	93.524	137	0.683		
	Total	98.199	143			
PEmo	Between Groups	8.325	6	1.388	1.165	0.329
	Within Groups	163.221	137	1.191		
	Total	171.546	143			
NEmo	Between Groups	15.513	6	2.585	1.043	0.401
	Within Groups	339.697	137	2.480		
	Total	355.210	143			
Sat	Between Groups	7.833	6	1.306	1.089	0.372
	Within Groups	164.276	137	1.199		
	Total	172.109	143			
Del	Between Groups	6.562	6	1.094	0.993	0.433
	Within Groups	150.931	137	1.102		
	Total	157.493	143			
Loy	Between Groups	15.937	6	2.656	2.280	0.040
	Within Groups	159.636	137	1.165		
	Total	175.573	143			

Table 25: Result of Difference between Variables and Income Level

From the result of ANOVA above, it can be inferred that different is not significant at 0.01 level and hence the difference between income level and variables are not significant which means that as for samples with different income level, there is no difference of the variables (experience, emotions, satisfaction, delight and loyalty).

Regression

In statistical modelling, regression analysis is a set of statistical processes for estimating the relationships between a dependent variable and one or more independent variables which is important to verify the hypotheses of the research. Hence, the regression analysis has been executed and the result are as followed.

R-Square

Variables	R^2
Positive Emotion	0.442 (44.2%)
Negative Emotion	0.403 (40.3%)
Customer Satisfaction	0.426 (42.6%)
Customer Delight	0.582 (58.2%)
Customer Loyalty	0.488 (48.8%)

Table 26: Result of the R-Square

R-Square is the proportion of variance in the dependent variable which can be predicted from the independent variables. The value above indicates that 44.2% of the variances in positive emotion and 40.3% of the variances in negative emotion can be predicted by the independent variance travel experience, while 42.6% of the variances in customer satisfaction can be predicted by two independent variables positive and negative emotions jointly. It is also indicated that 58.2% of the variances in customer delight can be predicted by the independent variable customer satisfaction while 48.8% of the variances in customer loyalty can be predicted by two independent variables customer satisfaction and customer loyalty.

Reliability

ANOVA			
Independent Var.	**Dependent Var.**	**F**	**Sig. (p-value)**
Travel Experience	Positive Emotion	114.486	0.000
Travel Experience	Negative Emotion	1.113	0.293
Positive Emotion, Negative Emotion	Customer Satisfaction	52.230	0.000
Customer Satisfaction	Customer Delight	200.187	0.000
Customer Satisfaction, Customer Delight	Customer Loyalty	68.136	0.000

Table 27: Result of the Reliability by ANOVA

Regarding the regression test, the ANOVA test can used to indicate the reliability of predicting the dependent variables by the independent variables and the reliability level is significant if the p-value is smaller compared to the alpha value which usually is 0.05. Hence, apart from the fact that the negative emotion is not able to be predicted by the travel experience with the p-value is 0.293 which is far bigger than 0.05, all other dependent variables can be reliably predicted by their independent variables.

Coefficient in Enter Method

Coefficient				
Independent Var.	**Dependent Var.**	**Coefficient**	**F**	**Sig. (p-value)**
Travel Experience	Positive Emotion	0.668	10.070	0.000
Travel Experience	Negative Emotion	0.088	1.055	0.293
Positive Emotion	Customer Satisfaction	0.604	9.266	0.000
Negative Emotion		-0.153	-2.345	0.020
Customer Satisfaction	Customer Delight	0.765	14.149	0.000
Customer Satisfaction	Customer Loyalty	0.728	7.734	0.000
Customer Delight		-0.026	-0.283	0.777

Table 28: Result of the Coefficient in Enter Method

The Enter Method is default in SPSS regression in which all independent variables are included in the regression equation. The coefficient table reveals the significant level of the coefficient between variables which level can be regarded as high with the p-value less than alpha of 0.05. As a result, it can be inferred that the coefficient between travel experience

and negative emotion is not significant with the p-value of 0.293 which is larger than 0.05 while the coefficient between customer delight and customer loyalty is also not significant with the p-value of 0.777 which is larger than 0.777.

Coefficient Method in Stepwise Method

Coefficient				
Independent Var.	**Dependent Var.**	**Coefficient**	**F**	**Sig. (p-value)**
Travel Experience	Positive Emotion	0.668	10.070	0.000
Travel Experience	Negative Emotion	CANNOT BE ENTERED		
Positive Emotion	Customer Satisfaction	0.604	9.266	0.000
Negative Emotion		-0.153	EXCLUDED	
Customer Satisfaction	Customer Delight	0.765	14.149	0.000
Customer Satisfaction	Customer Loyalty	0.721	7.734	0.000
Customer Delight		-0.026	EXCLUDED	

Table 29: Result of the Coefficient in Stepwise Method

In statistics, stepwise regression is a method of fitting regression models in which the choice of predictive variables is carried out by an automatic procedure. In our study, the coefficient of negative emotion by travel experience, the customer satisfaction by negative emotion and the customer loyalty by customer delight have been excluded by the SPSS for low level of coefficient.

Hypotheses Test

Referring to the data analysis above, especially with the coefficient test which has been performed, the result of hypotheses can be concluded following with four of the total seven hypotheses are accepted while three are rejected.

	List of Hypothesis	Result
H1	Travel experience of tourist has a significant impact on their positive emotion.	Accept
H2	Travel experience of tourist has a significant impact on their negative emotion.	Reject
H3	Positive emotion of tourist has a significant impact on their satisfaction.	Accept
H4	Negative emotion of tourist has a significant impact on their satisfaction.	Reject
H5	Satisfaction of tourist has a significant impact on their delight.	Accept
H6	Satisfaction of tourist has a significant impact on their loyalty.	Accept
H7	Delight of tourist has a significant impact on their loyalty.	Reject

Table 30: Summary of the Result of Hypotheses Test

Following is the conceptual model with solid lines indicating the accepted hypotheses and the dotted lines for the rejected hypotheses.
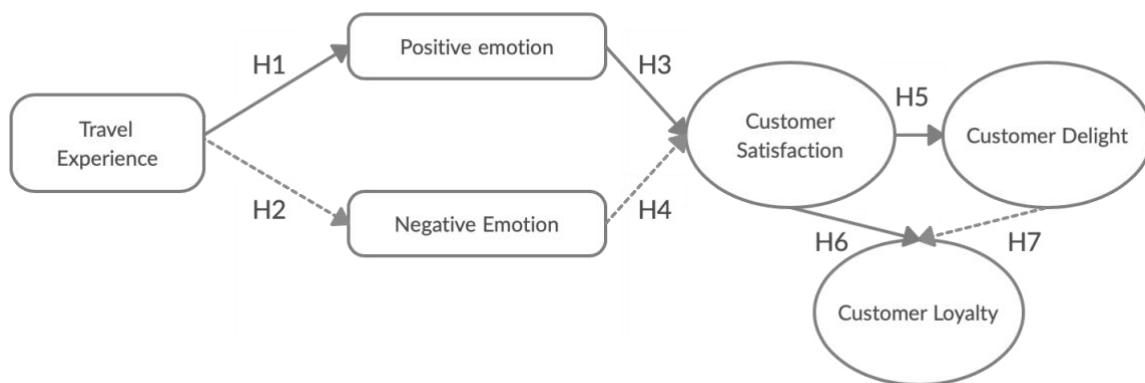

Figure 4: Summary of Hypotheses Test in Conceptual Model

It is concluded that the hypothesis H1 (Travel experience of tourist has a significant impact on their positive emotion), H3 (Positive emotion of tourist has a significant impact on their satisfaction), H5 (Satisfaction of tourist has a significant impact on their delight)and H6 (Satisfaction of tourist has a significant impact on their loyalty) are accepted while H2

(Travel experience of tourist has a significant impact on their negative emotion), H4 (Negative emotion of tourist has a significant impact on their satisfaction) and H7 (Delight of tourist has a significant impact on their loyalty) are rejected.

For the hypotheses those are accepted, lots of previous researches can be applied as the support. For instance, as the support of H1, it is universally believed that positive emotion is formulated from the pleasuring travel experience regardless of the background of the customer (Hosany et al., 2017; Kim et al., 2017; Shoval et al., 2018). For the H3, H5 and H6, several model concluded that high level customer satisfaction is contributed from the high level of positive emotion and customer loyalty is the potential result from maintaining the high level of customer satisfaction(Bowen & Chen, 2001; Brakus et al., 2009; Oliver, 2014) while some scholar also hold the view that there is the relationship between customer delight and customer loyalty(Brakus et al., 2009; Hosany & Prayag, 2013; Torres & Kline, 2006).

For the hypotheses which have been rejected, there are some further discussion that need to be purposed for future investigation on the related variables.

H2: Travel experience of tourist has a significant impact on their negative emotion. (Rejected) and
H4: Negative emotion of tourist has a significant impact on their satisfaction. (Rejected)

It is surprising that these two hypotheses are rejected since the similar hyptheses related to the travel experience, positive emotion and customer satisfaction (H1, H3) are accepted in a supportive way. And as it is known, the high level of positive emotion are more likely leading to a low level of negative emotion while it is assumed that these two measurment are working jointly (Hosany et al., 2017). Hence, with referring several articles, here are some reasons that could be the explain of the rejection.

The first reason is the negative emotion can be recovered and a successful service recovery will not do harm to the satisfaction or even enhance the satisfaction. As a service provider, the service failure is inevitable which can be recovered with adequate and appropriate actions. Once the proper recovery implied, the effect from negative can be alleviated while positve emotion can be generated (Xu et al., 2019). Since no investigation in regarding to the service recovery has been conducted in our research, there is no way to omit the effect from service recovery.

Moreover, based on some previous research, negative emotion can also be regarded as an integral part of the tourist experience mixed with the positive one(Nawijn & Biran, 2019). For instance, when u visit a concentration camp, danger zone tourism, volunteer tourism, the negative emotion is always come together with the positive one while negative emotions are always dominant in particular sadness and shock (Van Dam & De Jonge, 2015). Not all the tourism are about the leasure tourism which for the enjoyment of the tourist and the circumstances of the tourism in less common form cannot be overlooked.

H7: Delight of tourist has a significant impact on their loyalty. (Rejected)

Based on the previous research, the concept of delight itself is still unclear with lots of scholar holding different opinion. Some believed that customer delight is an extreme level of satisfaction with no clear boundary between them while some perspects that customer delight is simple a result of the pleasant and joy instead (Barnes et al., 2010; M. G. Kim & Mattila, 2013). Hence, the relationship between the delight and loyalty even together with the satisfaction maybe not that obvious and the rejection occurred due to the limitation and differences of the respondent. Further investigation can be conducted with the intention to figure out the effect from customer delight toward other measurement in marketing industry.

Findings and Conclusion

Emotion Management and Service Recovery

Emotion, the mental states of readiness from the cognitive appraisals of events and idea including more general and pervasive affective status that individual perceive, is an essential indicator from the customer to the service delivery with the aim at eliminating the gap between the expectation of the customer and the quality of the service delivered. Based on the result of this research, it can be concluded that positive emotion is the media between travel experience and customer satisfaction and the source of positive emotion is from the pleasuring travel experience. Hence, as a service provider, it is of vital importance to evaluate the emotion of the customer for enhancing the experience which can be encountered during the trip to maintain the high level of satisfaction from most of the customers.

On the other hand, the effect of negative emotion can't also be omitted although it can't be proved that negative emotion can affect customer satisfaction directly from our research. However, as aforementioned, the relationship between them is still unclear and more investigation should be performed especially more possibility of the sources of negative emotion has been found recently and not all of it is negative to the satisfaction. Service provider should figure out which kind of emotion is expected from the customers since positive emotion is not what always required.

Even as most of us believe that negative emotion can occur sometimes and it may harm the satisfaction, it is also suggested that the effect of negative emotion from the service failure can be mitigated conditionally or even turn to positive with the proper service recovery. The power of service recovery cannot be out of consideration when negative emotion occurs unexpectedly. Hence, a detailed plan and standard of procedure should be set prior to the service failure appear or it can also be a service disaster without proper solving.

Localisation to Tailored the Need

From the research it is also indicated that the different place of origins and residence can vary the level of travel experience, satisfaction and loyalty. It is not hard to understand that conclusion since tourist from different places with various background must have different habit and lifestyle which affect the expectation of the experience and further the satisfaction and loyalty. In tourism industry, most service providers are embracing tourist from all over the world with different preference and as a result, knowing your customers and providing tailored service with different group of customer, such like multilingual supports, provision of food preferences, apart from delivering a high consistent standard of basic service is essential to build up the competitive advantage together with enhancing the overall travel experience.

Turn Satisfaction into Loyalty

As most of the previous research mentioned, the strong relationship between satisfaction and loyalty can also be supported by our research which is widely of opinion that repeating satisfaction can contribute to the loyalty with higher switching cost however it is not a mandatory. For achieving the customer loyalty, an excellent customer relationship management is required in tourism industry providing services continuously, compared with other product provider in purchase marketing, with the target to manage and maintain the satisfaction and other characteristics of the customers.

Lots of service providers are still holding the view that tourist marketing is just a one-time-thing. However, as a hotel, restaurant, museum or even a city or a country, maintaining a high level of satisfaction of the customer all the time is the first priority even it is not always turn to the loyalty and it always easier to maintain the current customer than expanding the markets. The loyalty in a specific service providers or destination can also help in the same service provider operating in different destinations and the repurchasing or high level of preference in the same destination. Moreover, the high level of satisfaction and loyalty can also come together with the good word-of-mouth which is important for the service industry to keep and reach customers.

Hence, for the sustainability of the marketing and industry, it is worthy to perform a good management and maintenance of the satisfactions of the customer by maintaining the experience their encounter and the emotion they occur.

Limitations and suggestions for further investigation

Limitation, regretfully, is something unavoidable throughout a research although all the possibilities has been placed to ensure the precision and punctiliousness. When it comes to the tourism industry, at that special period of the pandemic, the research is getting quite more difficult with more obstacles.

For the questionnaires design, since four languages version is provided originated from the English version with the reference of instruments from the previous researches, ambiguous may appear with the translation especially from an alphabetic language to a logographic one in terms of the statements and terminology which can also wider the gap between the understanding of respondents and the meaning which is expected to be expressed by the researcher.

Referring the characteristic of the respondents, the pandemic does affect the variety and for example: the last travel time of most of the respondents fall on one years ago before the pandemic stuff and the place of origins of the respondents is also limited since there is no way to share the paper-formatted questionnaires in public place where tourist from all over the world can be reached. Moreover, the total amount of respondents is also not as expected due to the full online questionnaires although which can be done with less invalid responses.

Due to the limitation aforementioned, the data analysis method is also set to IBM SPSS rather than IBM AMOS since AMOS is not effective and scientific enough with only less than 200 pieces of questionnaires collected and it may also affect the validity of the result.

Therefore, for suggestion, it is strongly advice that more sample should be reached for more questionnaires which allows the research can be conducted with respondents of more variety. And face-to-face interview can also be adopted if available for more straightforward communications with the respondents and bias due to the gap of understanding between the researcher and respondents can be possibly avoided.

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The Satisfaction Research in Tourist Experience

This questionnaire is about the travelling experience conducted by student of the University of Coimbra. It will take around 5 minutes for finishing the form and all data collected and analysed is for academic research purpose ONLY and NO personal information will be collected, saved or analysed.

Please tick ('√') where appropriate

Section 1 - General Questions

1. When is the last time of your traveling?

☐ Within a week ☐ Within a month ☐ Within 6 months

☐ Within one year ☐ Within 5 years ☐ Never

2. Where did you visit for your last trip?

☐ In your home country/Residency ☐ Overseas

3. Who did your last trip with?

☐ Alone ☐ Family ☐ Friends ☐ Colleague ☐ Other

4. What is the purpose of your last trip?

☐ Leisure and relaxing ☐ Family Reunion ☐ Business ☐ Other

There are 3 sections of our main questionnaires. Please circle the number that indicates your level of agreement or disagreement for the following statements about the image of the Fine dining restaurant. (7 scales with 7 being strongly agree, 4 neutral, and 1 strongly disagree).

Please circle ('O') where appropriate

Section 2 – Travel Experience	Strongly Disagree			Neutral			Strongly Agree
1 I was thrilled to have a new experience	1	2	3	4	5	6	7
2 I took part in activities during the trip	1	2	3	4	5	6	7
3 I really enjoyed the trip	1	2	3	4	5	6	7
4 I had an exciting experience	1	2	3	4	5	6	7
5 I had a unique experience	1	2	3	4	5	6	7
6 I had once in a lifetime experience	1	2	3	4	5	6	7
7 My trip was different from previous trips	1	2	3	4	5	6	7
8 I experienced something new	1	2	3	4	5	6	7
9 I had a good impression of the local culture during trip	1	2	3	4	5	6	7
10 I had a chance to closely experience the local culture	1	2	3	4	5	6	7
11 Local people were friendly toward me	1	2	3	4	5	6	7

12	I relieved stress during trip	1	2	3	4	5	6	7
13	I felt free from daily routine during the trip	1	2	3	4	5	6	7
14	I had a refreshing experience	1	2	3	4	5	6	7
15	I felt better after a trip	1	2	3	4	5	6	7
16	I felt that I did something meaningful during the trip	1	2	3	4	5	6	7
17	I felt that I did something important during the trip	1	2	3	4	5	6	7
18	I learned something about myself from the trip	1	2	3	4	5	6	7
19	I visited a place that I really wanted to visit	1	2	3	4	5	6	7
20	I enjoyed activities that I really wanted to do	1	2	3	4	5	6	7
21	I was interested in the main activities offered to tourists	1	2	3	4	5	6	7
22	I gained a lot of information during the trip	1	2	3	4	5	6	7
23	I gained a new skill from the trip	1	2	3	4	5	6	7
24	I experienced new culture	1	2	3	4	5	6	7
25	I was angry during the trip	1	2	3	4	5	6	7
26	I was frustrated during the trip	1	2	3	4	5	6	7
27	I was embarrassed during the trip	1	2	3	4	5	6	7
28	I plan to participate in the same activities	1	2	3	4	5	6	7
29	I plan to visit again in the new future	1	2	3	4	5	6	7
30	I plan to recommend here as a tourist destination to my friends and family	1	2	3	4	5	6	7

Section 3 – Emotions

		Strongly Disagree			Neutral			Strongly Agree
1.	I feel a sense of amazement	1	2	3	4	5	6	7
2.	I feel a sense of caring	1	2	3	4	5	6	7
3.	I feel a sense of inspiration	1	2	3	4	5	6	7
4.	I feel a sense of joy	1	2	3	4	5	6	7
5.	I feel a sense of love	1	2	3	4	5	6	7

6.	I feel a sense of pleasure	1	2	3	4	5	6	7
7.	I feel a sense of disappointment	1	2	3	4	5	6	7
8.	I feel a sense of displeasure	1	2	3	4	5	6	7
9.	I feel a sense of unhappiness	1	2	3	4	5	6	7

Section 3-Satisfaction, Delight and Loyalty

		Strongly Disagree			Neutral			Strongly Agree
1.	I am satisfied with this trip	1	2	3	4	5	6	7
2.	My choice to travel here was a wise one	1	2	3	4	5	6	7
3.	I think I did the right thing to travel here	1	2	3	4	5	6	7
4.	I feel that my experience has been enjoyable	1	2	3	4	5	6	7
5.	I felt delighted at some time during my visit	1	2	3	4	5	6	7
6.	I felt gleeful at some time during my visit	1	2	3	4	5	6	7
7.	I felt elated at some time during my visit	1	2	3	4	5	6	7

		Less Likely			Neutral			More Likely
8.	How likely are you to recommend this place to your friends or contacts	1	2	3	4	5	6	7
9.	How likely are you visit this place again in the future	1	2	3	4	5	6	7
10.	How likely are you try out other services provided in this place	1	2	3	4	5	6	7

Personal Particulars (Any identification information will not be collected)

1. What is your gender

☐ Male ☐ Female ☐ Prefer not to say

2. Where is your place of origins?

☐ Cantonese-Speaking Country ☐ English Speaking Country ☐ Mandarin-Speaking Country

☐ Portuguese-Speaking Country ☐ Other

3. Where is your place of residency?

☐ Cantonese-Speaking Country ☐ English Speaking Country ☐ Mandarin-Speaking Country

☐ Portuguese-Speaking Country ☐ Other

4.Your Monthly Income falls in

☐ Below 500 EUR ☐ 501-1,000 EUR ☐ 1,001-1,500 EUR ☐ 1,501-2,000 EUR

☐ 2,001-2,500 EUR ☐ 2,501-3,000 EUR ☐ Above 3,000 EUR

5.What is your age:

☐ Under 18 ☐ Age 18-27 ☐ Age 28-37

☐ Age 38-47 ☐ Age 48-57 ☐ Over Age 57

6.Your Occupation Status is

☐ Full-Time Student ☐ Employed ☐ Self-Employed ☐ Unemployed

7.Your Marital Status is

☐ Single ☐ Married ☐ Other

-End-
Thanks for your co-operation !