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A STUDY ON THE CORRELATIONS BETWEEN LEISURE EXPERIENCE AND REVISIT INTENTION FROM THE ASPECT OF VALUE PERCEPTION

This study aims to discuss the correlations between leisure experience and revisit intention from the aspect of value perception. Aiming at the visitors to West Lake Resortopia, total 286 valid questionnaires are collected. With regression analysis and hierarchy regression to test the hypotheses, we found partially positive correlations between leisure experience and revisit intention, between value perception and leisure experience, and between value perception and revisit intention. Moreover, value perception has moderating effects on the correlations between leisure experience and revisit intention. The research outcomes could assist leisure industry in understanding customers' leisure experience and the multiplier effects of value perception on visitors' revisit intention.

***Keywords:** leisure experience, value perception, revisit intention.*

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ДОСЛІДЖЕННЯ КОРЕЛЯЦІЇ МІЖ ДОСВІДОМ ВІДПОЧИНКУ І НАМІРОМ ПОВТОРНОГО ВІЗИТУ З УРАХУВАННЯМ СПРИЙНЯТТЯ ЦІННОСТІ

У статті обговорено кореляцію між досвідом відпочинку і наміром повторного візиту з урахуванням сприйняття цінності. Дані зібрано серед відвідувачів тайваньского курорту West Lake Resortopia, заповнено 286 анкет. За допомогою регресійного аналізу і ієрархічної регресії для перевірки гіпотез виявлено частково позитивні кореляції між досвідом відпочинку і наміром повторного візиту, між сприйняттям цінності і досвідом відпочинку, а також між сприйняттям цінності і наміром повторного візиту. Більш того, сприйняття цінності має стримуючу дію на кореляції між досвідом відпочинку і наміром повторного візиту. Результати дослідження можуть допомогти рекреаційній галузі в розумінні досвіду клієнтів і впливу сприйняття цінності на намір повторного візиту.

***Ключові слова:** досвід відпочинку, сприйняття цінності, намір повторного візиту.*
Табл. 4. Літ. 18.

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ИССЛЕДОВАНИЕ КОРРЕЛЯЦИИ МЕЖДУ ПОЕЗДКОЙ НА ОТДЫХ И НАМЕРЕНИЕМ ПОВТОРНОГО ВИЗИТА С УЧЕТОМ ВОСПРИЯТИЯ ЦЕННОСТИ

В статье обсуждается корреляция между поездкой на отдых и намерением повторного визита с учетом восприятия ценности. Данные собраны среди посетителей тайваньского курорта West Lake Resortopia, заполнено 286 анкет. С помощью регрессионного анализа и иерархии регрессии для проверки гипотез обнаружены частично положительные корреляции между поездкой на отдых и намерением повторного визита, между восприятием ценности и поездкой на отдых, а также между восприятием ценности и намерением повторного визита. Более того, восприятие ценности имеет сдерживающее воздействие на корреляции между поездкой на отдых и намерением повторного визита. Результаты исследования могут помочь рекреационной отрасли в понимании опыта клиентов и влияния восприятия ценности на намерение повторного визита.

***Ключевые слова:** поездка на отдых, восприятие ценности, намерение повторного визита.*

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Introduction. In recent years, the demands for exercise are enhancing with the increasing national income and leisure time, the emphasis of health promotion, and the enhancement of living quality. Besides, modern people are busy at work and career that the living pace is tense and the work stress is increasing and lack of exercise and chance close to the nature result in physical and mental fatigue that they long for physiological and psychological freedom and relaxation. People would start worrying about life being threatened by aging physiological functions and reducing resistance that various methods for delaying aging and prolonging life are studied, like leisure exercise etc. After the implementation of two-day weekend, people have paid more attention to personal health, leisure, and exercise and have more time looking for suitable leisure exercise. National leisure life is then initiated, expecting to reduce work stress and enhance personal physical fitness with leisure exercise. Apparently, modern people stress the importance of travel, recreation, and leisure so that the energy is stored and the knowledge is expanded after temporary rest of body. Various leisure businesses therefore are booming.

Social, cultural, psychological, and situational factors could affect consumers' purchase behaviors. After the enhancement of living standards, consumers are likely to pursue spiritual satisfaction, after material satisfaction, and to emphasize the quality and taste of life. Emotional experience therefore becomes the tactics for competitive advantages. Under fierce competition at markets, customer experience and consumption experience should be built for satisfying consumers' desire and needs so as to retain customers and attract the repeated consumption.

Literature review and research hypothesis.

I. Leisure experience and revisit intention. In the research on Janfusun Fancyworld, Chiu (2009) concluded that 1. Visitors' leisure experience presents significant effects on revisit intention, 2. Types of leisure experience showed remarkable effects on the image of tourist attractions, 3. The image of tourism attractions has notable effects on satisfaction, and 4. Satisfaction reveals outstanding effects on revisit intentions.

Chiu (2008) discussed the visitors' leisure experience in Li-Jai Lin Dao rural community and found significantly positive correlations between leisure experience and revisit intention. Lai (2010) studied the relationships of handicraft makers' serious leisure traits, leisure experience and life satisfaction and discovered the remarkable effects of leisure experience on revisit intention.

Hypothesis 1: Leisure experience and revisit intention demonstrate positive correlations.

II. Value perception and leisure experience. Aiming at the relations between leisure experience, value perception, and customer satisfaction, Oh (1999) carried out an empirical study on hotel service industry and found positive correlations between value perception and leisure experience. Cronin, Brady and Hult (2000) organized the research on service quality, value perception, perceived sacrifice, customer satisfaction, and behavior intention and found that most research merely discussed some of the above dimensions, but not the relations between them. In order to confirm the casual relationship between service quality, value perception, perceived sacrifice, customer satisfaction, and consumers' behavior intention, Cronin et al. studied 6 industries, including entertainment and service. They designed the value

model, satisfaction model, indirect model, and Cronin's research model and discovered significantly positive correlations between the variables, except the negative correlations between perceived sacrifice and customers' value perception. The following hypothesis is therefore expected.

Hypothesis 2: Value perception and leisure experience show positive correlations.

III. *Value perception and revisit intention.* Baker et al. (1992) considered value perception being formed with monetary price perception and product brand perception. Grewal et al. (1998) showed the increasing re-consumption intention with the promotion of consumers' value perception. Zeithaml (1988) regarded quality perception as consisting of internal attribute, external attribute, and monetary price perception, value perception being composed of internal attribute, external attribute, quality perception, high-level sampling attribute, and sacrifice perception, and the effects of value perception on purchase behavior and repurchase intention. In the case study on medical cosmetic industry, Tseng (2009) discovered the remarkably positive effects of value perception on repurchase intention so that consumers' behavior intention in repurchase intention would positively and significantly affect the positive value perception of cosmetics. The following hypothesis is then expected.

Hypothesis 3: Value perception and revisit intention present positive correlations.

IV. *Moderating effects of value perception.* Chiu (2009) found that value perception would positively affect consumer experiences and customer satisfaction. Oh (1999) discovered the notably positive effects of consumer experiences on customer satisfaction and the remarkably positive effects of customer satisfaction on consumers' repurchase intention. The following hypothesis is then expected.

Hypothesis 4: Value perception reveals moderating effects on the correlations between leisure experience and revisit intention.

Research design.

I. *Measurement of variable.* A questionnaire survey was carried out in this study, including the variables of leisure experience, value perception, and revisit intention.

(1) Leisure experience. Chen (2010) regarded recreation and experiences as the acquired judgment or the presented psychology and physiology of visitors acquiring information from recreational environment in recreational activities, which was further processed individually or entirely. Experiences referred to the comprehensive, sensory, or psychological emotion towards an object and personal participation and experiences (Joy & Sherry, 2003). Experiences were individuals responding to certain stimuli, including the entire living, which were directly observed or participated. Donald, Roberson and Vesna (2009) divided leisure experience into leisure blank, leisure search, leisure transition, leisure stability, and leisure flying and the factors into leisure experience, including family-of-origin, derived family, important others, accompanied relationship, personal strait, activity space, health condition, and habitual behavior. Chen (2010) tested the factors of sensory experience, thinking experience, action experience, and relative experience and proved the differences in discriminant validity. Chiu (2009) divided the dimensions of affection, energy, and motivation for leisure experience scale.

The above questions were measured with Likert's 5-point scale (1 for completely disagree and 5 for completely agree). The reliability analyses show the Cronbach's

alpha coefficients for affection, energy, and motivation being 0.82, 0.85, and 0.81, respectively. Overall, the reliability was acceptable.

(2) Value perception. Grewal et al. (1991) considered the generation of value perception when consumers regarded the product price being lower than the acceptable price that the promotion of value perception would enhance consumers' consumption intentions. Zeithaml (1988) also pointed out the significant effects of consumers' quality perception on product value. He regarded value as a higher-level abstract concept than quality and the result of consumers paying and obtaining in the transaction. Dodds and Monroe (1985) and Sawyer and Dickson (1990) considered value perception as the comparison between give and get and evaluated the overall benefits by giving and getting perceived quality and perceived sacrifice. Such an overall benefit evaluation was regarded as value perception. Oh (1999) mentioned in the research that customer value was the evaluation result of products or services after customers measuring perceived give and perceived get; besides, it was also concluded that value perception as a key reference for enterprises evaluating customers' reconsumption has remarkable effects on customers' purchase intention.

Sweeney and Souter (2001) proposed utility theory for consumer value and explained consumer value from 4 dimensions, namely (1) Emotional value, the emotion of consumers towards transacted products, (2) Social value, the promotion of social ego-concept through product transaction (such as materialism), (3) Functional value of quality-performance, consumers' perception of product functions and quality or the performance expectation of certain products, and (4) Functional value of monetary price-value, the decreasing short-term and long-term cost perception of products. Parasuraman and Grewal (2000) regarded value perception as a static concept, which could be divided into (1) acquired value, the received benefits in comparison with paid monetary price, (2) processing value, the received satisfaction when consumers had favorable transactions, (3) Value in use, the received effect by utilizing a product or service, and (4) Redemption value, or surplus value, the received value when the life of a transaction or product (or service life) terminated. Referring to the dimensions of acquired value, processing value, value in use, and redemption value, adopted by Parasuraman and Grewal (2000), the questions were revised, according to the research purpose, for the value perception scale for this study.

The above questions were measured with Likert's 5-point scale for the agreement of participants, where 1 stood for completely disagree and 5 for completely agree. The reliability analyses showed the Cronbach's alpha coefficients for acquired value, processing value, value in use, and redemption value being 0.80, 0.82, 0.78, and 0.86, respectively, so the reliability is acceptable.

(3) Revisit intention. Guest (1995) argued that visitors were likely to generate revisit intention because of the previous tourism experiences. Researchers often have different terms and explanations (such as revisit intention, repurchase intention, reconsumption, or loyalty) to discuss consumers' feelings after using the same thing for repurchase or revisit intention. Baker et al. (1992) indicated that visitors would not revisit tourist attractions when they were dissatisfied with the tourism experience; instead, they would select other recreational environment. When recreational opportunities, facilities, activities, and services provided by a recreational area correspond

to the requirements of visitors, revisit intention is likely to be generated. The derived behaviors of revisit intention might be customer introduction, public recommendation, and word-of-mouth.

The above questions were measured with Likert's 5-point scale for the agreement of participants, in which 1 stood for completely disgree, and 5 for completely agree. The reliability analyses revealed the Cronbach's alpha coefficient of revisit intention being 0.90, so the reliability was acceptable.

II. Samples. Having the visitors in West Lake Resortopia as the research subjects, the questionnaires were collected. Located in Xihu Village, Sanyi Township (next to Sanyi Interchange of National Highway 1), West Lake Resortopia was established in 1989. A natural lake, West Lake, next to the park is dwelt by a lot of frogs. The Hakka name of frogs is Kuai-tze, so the lake is originally named Kuai-tze Lake. The lake covers about 10 ha, surrounded by mountains with brilliant scenery.

III. Data collection procedure and the participants. Random sampling was applied to collect data. Within the collected 360 questionnaires, 28 incomplete copies and 46 unreasonably answered ones were deducted, the total of 286 valid questionnaires were retrieved, with the retrieval rate of 79%.

Data analyses.

I. Regression Analysis.

1. Regression analysis of leisure experience towards revisit intention. Table 1 listed the regression analysis of leisure experience towards revisit intention. The compositions of leisure experience were expected to show positive correlations with revisit intention (Hypothesis 1) and the effects of leisure experience on revisit intention were tested. From Table 1, affection and activity presented significantly positive correlations with revisit intention (value-benefits) ($\beta = 0.24$, $p < 0.05$; $\beta = 0.17$, $p < 0.1$), hypothesis 1 was partially supported.

Table 1. **Regression analysis of leisure experience towards revisit intention**

Independent variable	Revisit intention (Dependent variable)	
	Standardized Beta coefficient	t
Leisure experience		
Affection	0.24	3.72**
Activity	0.17	2.48*
Motivation	0.11	1.22
F	14.217	
R²	0.274	
Regulated R²	0.026	

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.
Data source: Self-sorted in this study.

2. Regression analysis of value perception towards leisure experience. Table 2 listed the regression analysis of value perception towards leisure experience. The compositions of value perception were expected to show positive correlations with leisure experience (Hypothesis 2) and the effects of value perception on leisure experience were tested. From Table 2, acquired value and value in use had remarkably positive correlations with affection (value-benefits) ($\beta = 0.43$, $p < 0.01$; $\beta = 0.37$, $p < 0.01$), acquired value, processing value, and value in use revealed notably positive correlations with affection (value-benefits) ($\beta = 0.26$, $p < 0.05$; $\beta = 0.16$, $p < 0.1$; $\beta = 0.19$, $p < 0.05$), and acquired value, processing value, and value in use showed significant-

ly positive correlations with affection (value-benefits) ($\beta = 0.23$, $p < 0.05$; $\beta = 0.17$, $p < 0.1$; $\beta = 0.28$, $p < 0.01$), hypothesis 2 was partially supported.

Table 2. **Regression analysis of value perception towards leisure experience**

Independent variable	Leisure experience (Dependent variable)					
	Affection		Energy		Motivation	
Value perception	Standardized Beta coefficient	t	Standardized Beta coefficient	t	Standardized Beta coefficient	t
acquired value	0.43	5.16***	0.26	3.86**	0.23	3.15***
processing value	0.02	0.06	0.16	1.59*	0.17	1.74*
value in use	0.37	4.65***	0.19	2.69**	0.28	4.01***
redemption value	0.15	1.37	0.08	0.94	0.12	1.12
F	17.436		21.723		19.376	
R²	0.233		0.275		0.317	
Regulated R²	0.042		0.051		0.064	

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.
Data source: Self-sorted in this study.

3. Regression analysis of value perception towards revisit intention. Table 3 listed the regression analysis of value perception towards revisit intention. The compositions of value perception were expected to present positive correlations with revisit intention (Hypothesis 3) and the effects of value perception on revisit intention were tested. In Table 3 the acquired value showed notably positive correlations with revisit intention (value-benefits) ($\beta = 0.21$, $p < 0.05$), hypothesis 3 was partially supported.

Table 3. **Regression analysis of value perception towards revisit intention**

Independent variable	Revisit intention (Dependent variable)	
	Standardized Beta coefficient	t
value perception		
acquired value	0.21	2.88**
processing value	0.05	0.51
value in use	0.13	1.16
redemption value	0.07	0.73
F	14.217	
R²	0.274	
Regulated R²	0.026	

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$.
Data source: Self-sorted in this study.

II. Effects of the interaction between value perception and leisure experience on revisit intention. Table 4 listed the hierarchy regression analysis of value perception and leisure experience towards revisit intention. From Model I in Table 4, affection presented positively direct relations with revisit intention ($\beta = 0.202$, $p < 0.05$), activity demonstrated positively direct relations with revisit intention ($\beta = 0.177$, $p < 0.1$), and the interaction between acquired value and activity and the interaction between redemption value and activity benefited revisit intention ($\beta = 0.166$, $p < 0.1$, $\beta = 0.217$, $p < 0.05$), motivation revealed positively direct relations with revisit intention ($\beta = 0.112$, $p > 0.1$), but not achieving the significance, and the interaction between processing value and motivation benefited revisit intention ($\beta = 0.158$, $p < 0.1$). Hypothesis 4 therefore is partially agreed.

Table 4. **Hierarchy regression analysis of value perception and leisure experience towards revisit intention**

Hierarchic variable	Revisit intention (Dependent variable)		
	Model I	Model II	Model III
leisure experience			
affection	0.202**	0.233**	0.258***
activity	0.177*	0.196*	0.210**
motivation	0.112	0.143	0.164*
value perception			
acquired value		0.108	0.147
processing value		0.152*	0.169*
value in use		0.184*	0.197*
redemption value		0.137	0.151*
Interactive items			
acquired value × affection			0.124
processing value × affection			0.133
value in use × affection			-0.103
redemption value × affection			0.084
acquired value × activity			0.166*
processing value × activity			-0.038
value in use × activity			0.075
redemption value × activity			0.217**
acquired value × motivation			0.019
processing value × motivation			0.158*
value in use × motivation			-0.024
redemption value × motivation			0.095
F	16.284	22.864	31.872
R^2	0.282	0.299	0.323
Regulated R^2	0.282	0.017	0.024

Data source: Self-sorted in this study.

Conclusion and suggestion. With regression analysis to test the correlations between leisure experience, value perception, and revisit intention, the research outcomes present partially positive correlations between leisure experience and revisit intention, between value perception and leisure experience, and between value perception and revisit intention. The following suggestions are further proposed.

1. The research shows partially positive correlations between leisure experience and revisit intention, so that leisure businesses could regularly precede preference activities for reinforcing consumers' leisure experience. Besides, leisure businesses could correlate brand and social environment, apply creativity, induce consumers to precede creative thinking different from the original living so that consumers could integrate leisure into lifestyles, evaluate the benefits from services and products, experience the results after change, and further change the original attitudes.

2. Value perception and revisit intention show partially positive correlations, so that leisure businesses could list revisitors with visit frequency in a year and actively propagate and promote activities in the park to have visitors understand the activities beyond their visit period. Moreover, special preference or similar activities could be promoted for revisitors.

3. Value perception and leisure experience reveal partially positive correlations that it is suggested to be used when planning marketing strategies, for consumers

sensing the experiences. With the core competitiveness to promote consumer perception of favorable service quality to leisure business, consumers' value perception of leisure business is enhanced, the positive brand attitude is built, and the travel intention of consumers at a target market is promoted, so that consumers have positive cognition, perception, and attitude to leisure business and promote value perception and leisure experience.

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