



Customer Experience and Commitment on eWOM and Revisit Intention: a Case
of Taladtongchom Thailand

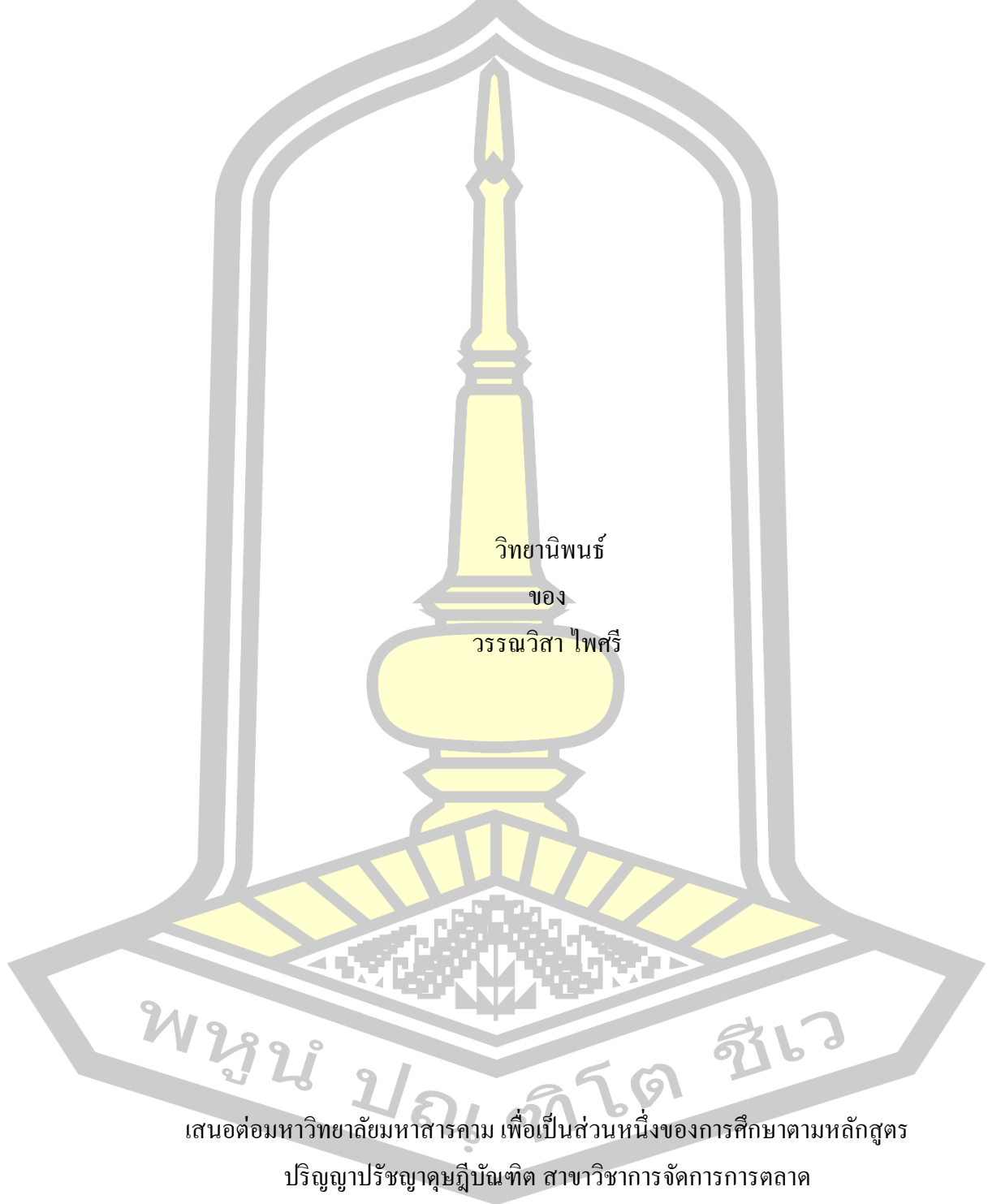
Wanwisa Paisri

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Marketing Management

May 2020

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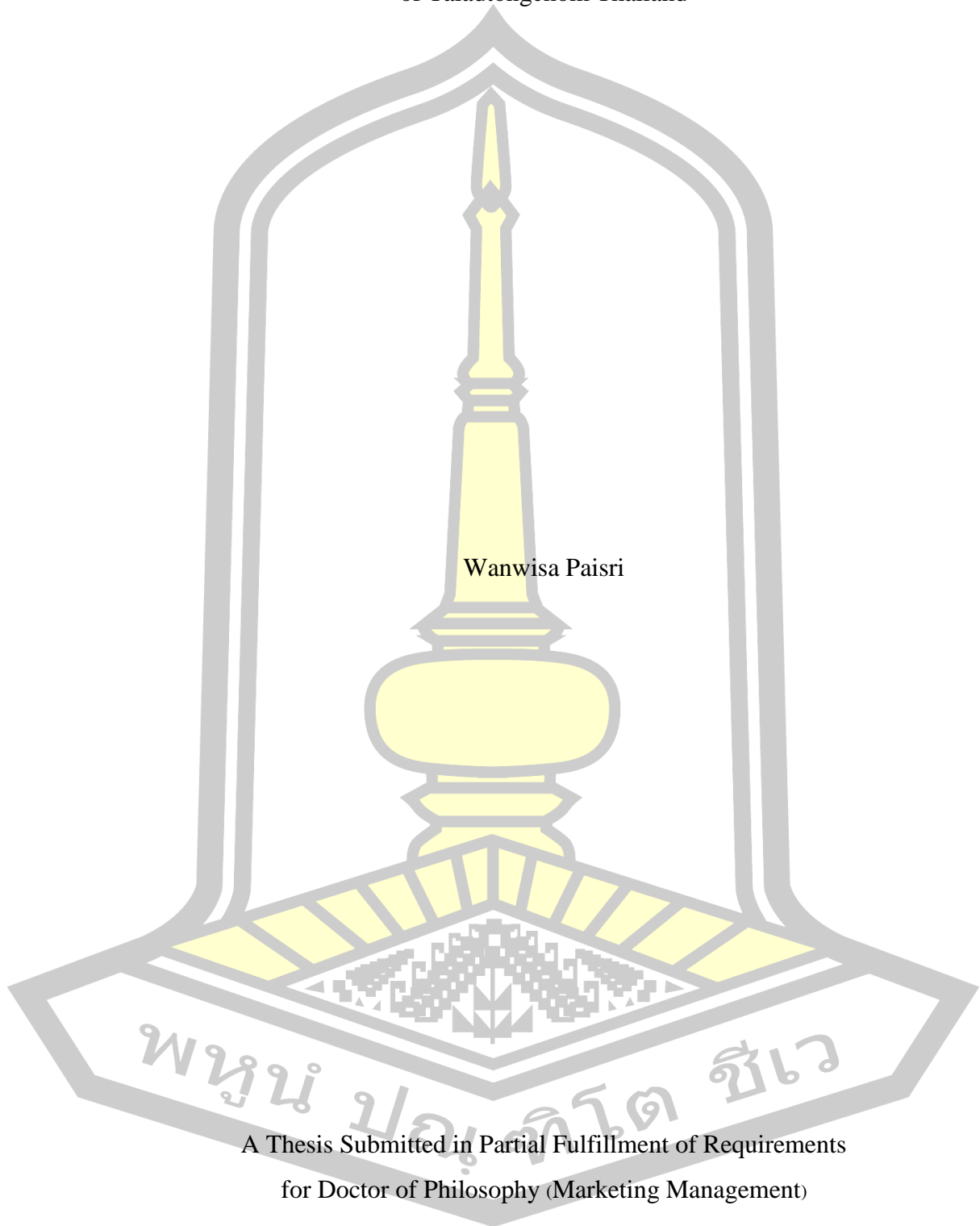


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ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

Customer Experience and Commitment on eWOM and Revisit Intention: a Case
of Taladtongchom Thailand



Wanwisa Paisri

A Thesis Submitted in Partial Fulfillment of Requirements
for Doctor of Philosophy (Marketing Management)

May 2020

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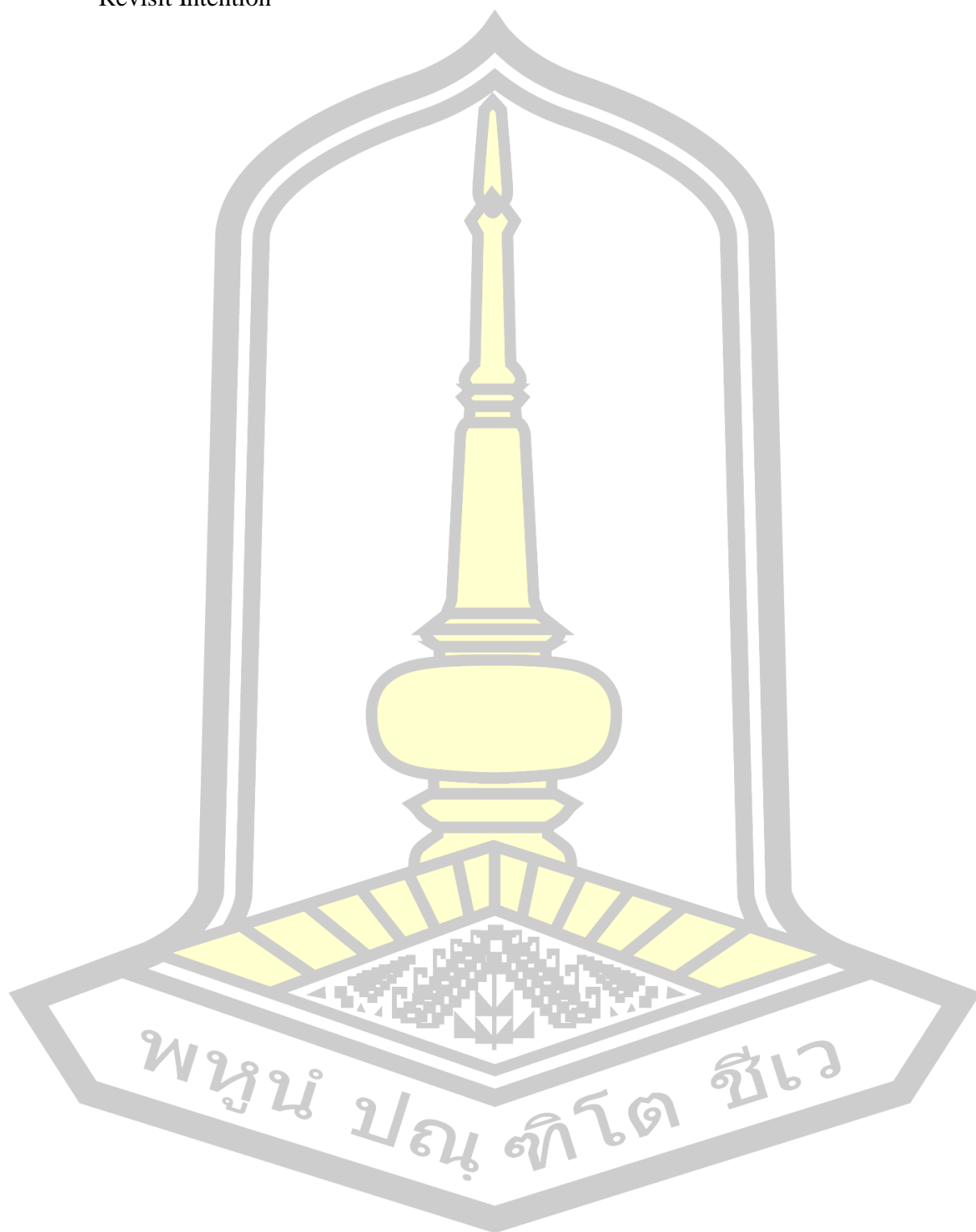
ABSTRACT

Customer Experience is a modern marketing strategy. This strategy is used to create good relationship with customers. The customer experience are opportunities for competitive advantages in the long-term for any companies or businesses. However, previous studies still lacked a comprehensive examination of the relationship between customer experience and customer relationship management factors, in which this research expands mechanisms of customer experience by linking to the study of relationships with commitment, electronic word of mouth and revisit intention.

The purpose of this research are to examine the effects of customer experience on electronic word of mouth (eWOM) and revisit intention and the influence of commitment mediates the relationship between customer experience, electronic word of mouth (eWOM) and revisit intention. These constructs are investigated in Taladtongchom Thailand context. The total sample sizes are 600 tourists. Structural equation modeling (SEM) is used for data analysis.

The empirical results of this study increase the understanding how customer experience and dimension of customer experience influence type of commitment, electronic word of mouth and revisit intention and type of commitment as the mediator from the customer perspective. Further, managers of Taladtongchom should bring the unique identity of the market to create a different customer experience for customers to create customers' commitment and positive electronic word of mouth and revisit intention, and government can use these findings as a guideline in establishing policies to give support to Thailand's tourism. Hence, positive eWOM and revisit intention are the results of tourists' memorable and great experience during the visiting Taladtongchom

Keyword : Customer Experience, Commitment, Electronic Word of Mouth (eWOM),
Revisit Intention



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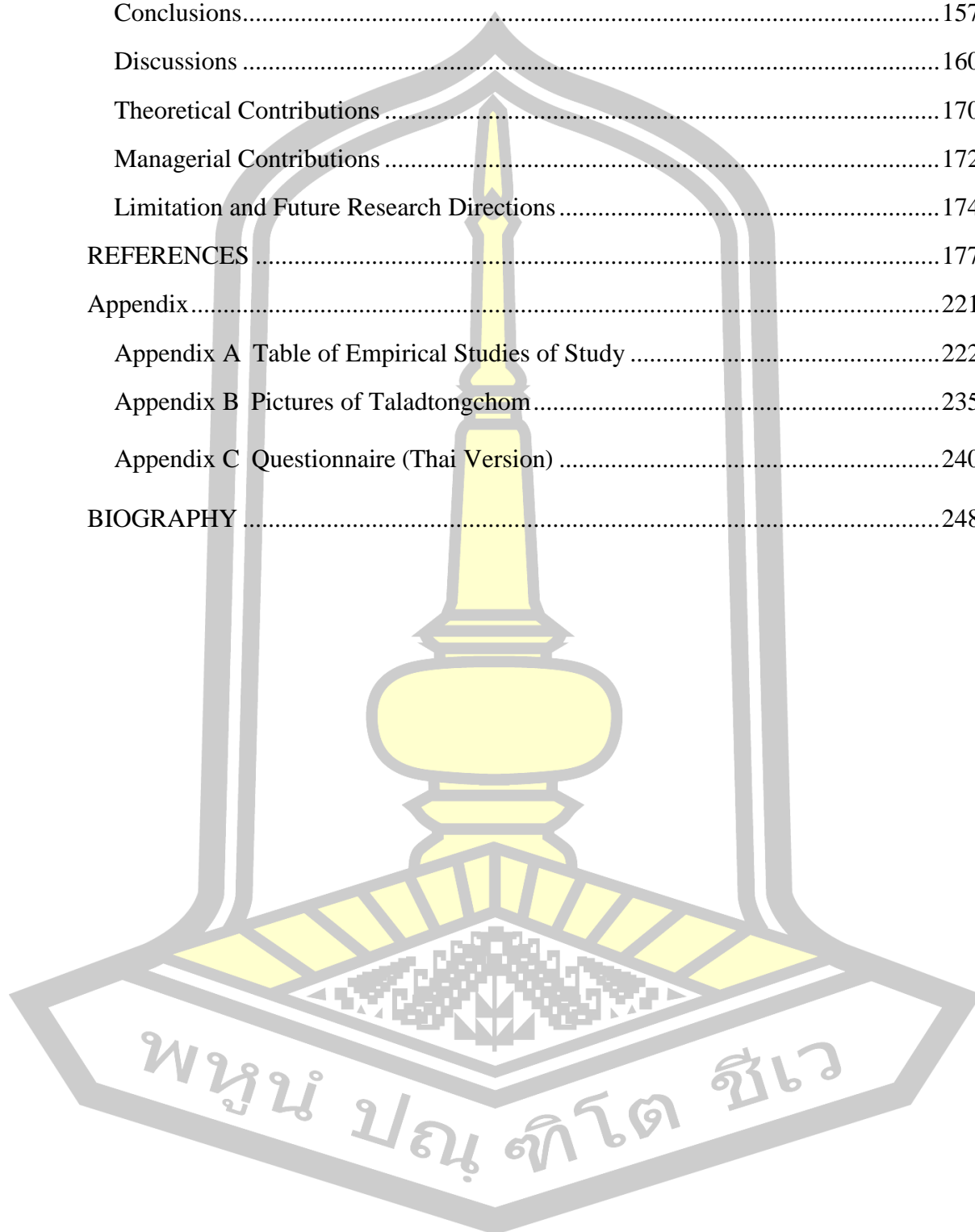
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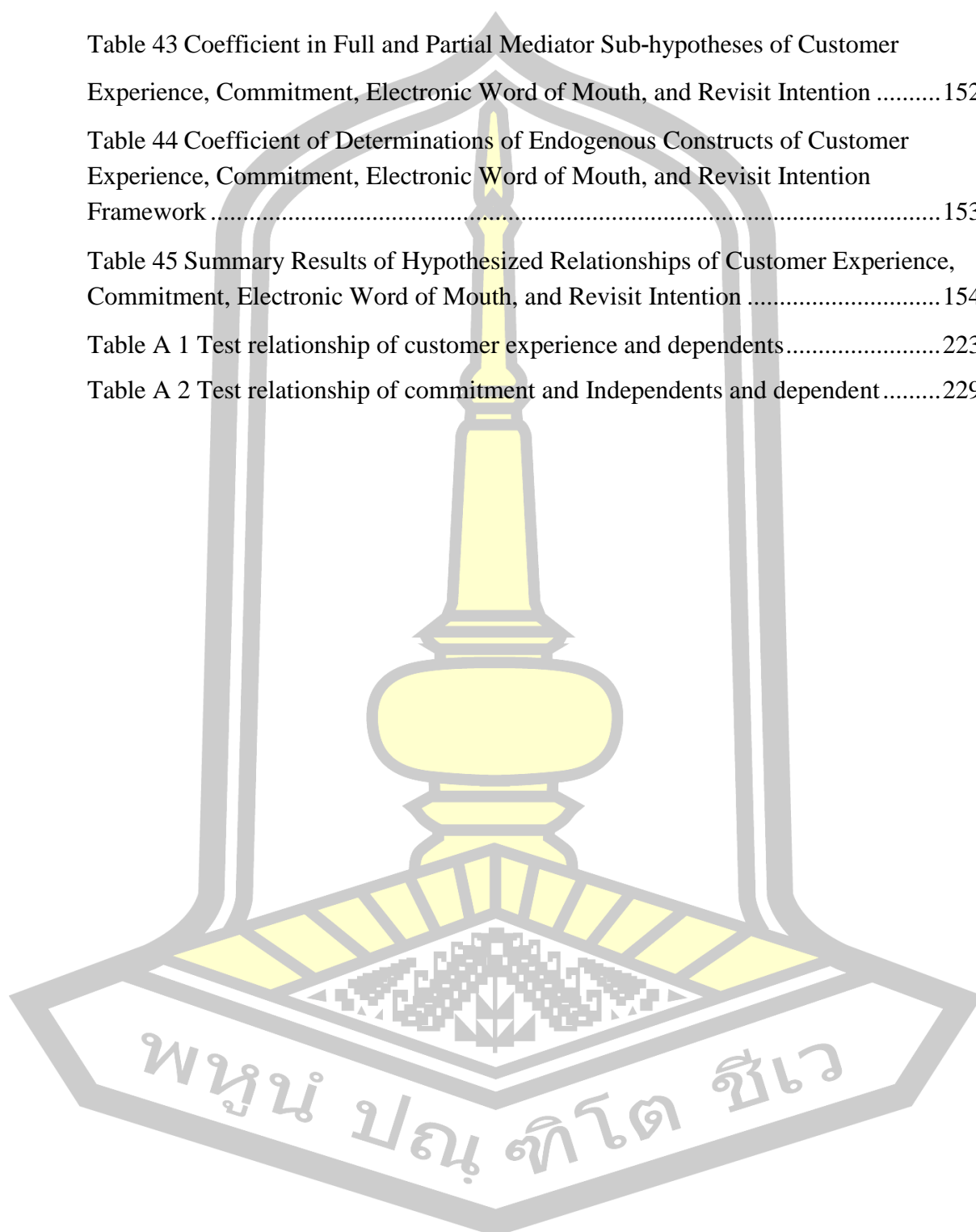


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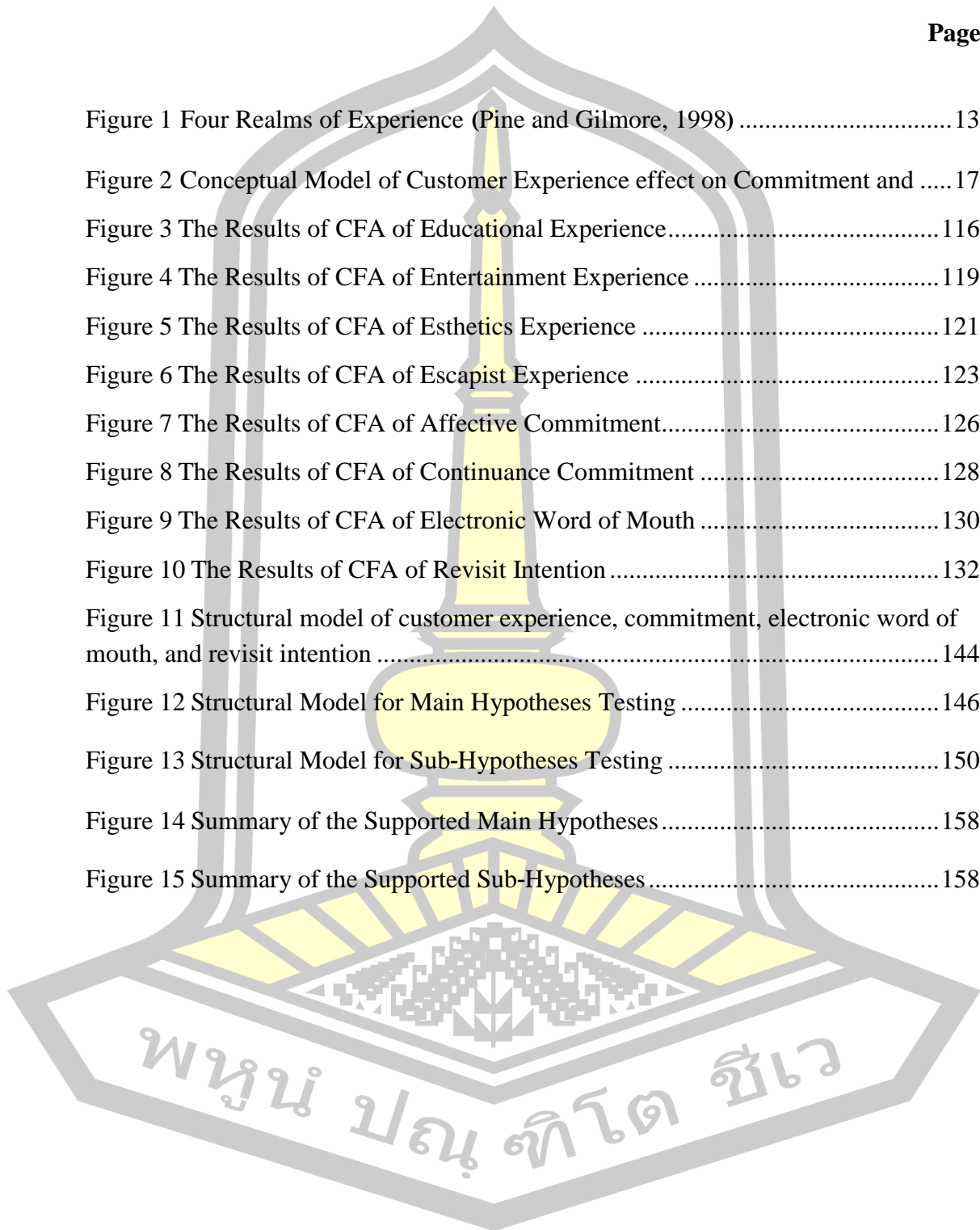
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CHAPTER I

INTRODUCTION

Overview

Customers are very important for the firm because they are the main source of incomes and profits to the firm's survival. Nowadays, many companies spend much money for their budgets on building up marketing strategies to meet customer needs and creating competitive advantages. The marketing strategies are always changed to follow situations or customer needs. They are developed from traditional marketing to integrated marketing communication. In the present, people's lifestyle has changed, so the customer behavior also changes. A traditional marketing strategy is completely unable to serve customer needs; therefore, customer experience is a new marketing strategy, which is developed to serve customers. This strategy can create the impression to customers and they can remember the brands permanently. It also creates customers' preference and attachment towards products or services. These factors can gain repurchase intention and word of mouth to the service provide. The customer experience has become a main marketing strategy used in businesses. Currently, companies should recognize the importance of customer experience as a modern strategic weapon that can guarantee their long-term success (Shaw and Ivens, 2005). Therefore, the firms should encourage to create a superior customer service experience by way of investing in a larger budget; for example, the service firms have used 70 percent of their budgets for the investment in customer experience development, whereas only 30 percent of them are used for marketing activities (Singh and Saini, 2016).

The study of customer experience issues has been sparked by Holbrook and Hirschman (1982), who studied the experience of consumption behavior. Based on Pine and Gilmore (1998), a customer experience is more studied. Pine and Gilmore

said that experience was a new economic offering and the outcome of the customer experience concept. Therefore, academics are more interested in studying customer experiences, together with researchers who are interested in services and service management (i.e. Bagdare and Jain, 2013; Deshwal, 2016; Garg et al., 2014; Khan et al., 2015; Maklan and Klaus, 2011; Nambisan and Watt, 2011; Oh et al., 2007; Schmitt, 1999).

Experiences are a distinct economic offering, which is different from products and services. An experience occurs when a company intentionally uses services as a procedure and goods as assistance, to engage individual customers in a form that creates a memorable event (Pine and Gilmore, 1998). Businesses have to activate customers' feelings and minds because experiences are the results of encountering, undergoing, or living through situations. Experiences are able to link businesses and brands to be consistent with customers' life styles and an individual customer's action, in order to encourage opportunities to purchase. In conclusion, experiences result in sensory, emotional, cognitive, behavioral, and relational values that replace functional values (Schmitt, 1999).

It is said that a customer experience is a subjective experience which is generated by service provide via external stimuli that influence on customers' perceptions concerning experiences (Bustamante and Rubio, 2017). According to in-depth studies on the role of customer experiences in the marketing particularly respecting services (Edvardsson, Enquist, and Johnston, 2005; Jaakkola, Helkkula, and Aarikka-Stenroos, 2015). It is obvious that a customer experience is the foundation of marketing and it has been accepted up to the present time (De Ruyter, Moorman, and Lemmink, 2015). Customer experiences are opportunities for competitive advantages in the long run for any companies or businesses. In one sense, customer experience can bring about customers' satisfaction, loyal customers with positive word of mouth and repurchase, able to retain customers and decrease complaints; therefore, businesses in the 21st century place importance on services based on customer experience (Kim et al., 2011).

In the context of a service industry, it has encountered the challenge for creating customers' excellent experiences in order to be beneficial for its own business, included with creating brand awareness, maintaining customer loyalty, and increasing profits (Ismail, 2011). Consequently, service industries can create a cohesive, authentic and sensory-stimulating, enhance satisfactory feelings, and connect emotional relationships with customers. Similarly, it is creating differences from competitors and brings about competitive advantages (Berry and Carbone, 2007).

Creating a memorable experience for customers is the result of impressing customers, to have a good attitude. Customers, who received an excellent and memorable experience from the service provide will create a good behavioral intention such as spreading positive word of mouth, recommending the firm to others, or becoming a loyal customer, and will eventually lead to revisit intention (Boulding et al., 1993; Reichheld and Sasser, 1990). Similarly, Dick and Basu (1994) stated that if customers encountered memorable emotional experiences, they tended to engage more in loyalty behavior such as positive word of mouth. Individuals will perceive experiences positively when they have memories of their favorite tourist attractions, which may lead to behavioral intentions, such as revisiting the tourist attraction (Lee, Lee and Lee, 2005). Revisit intention is to be considered one of the key factors for businesses' survival and the growth of the tourism industry. According to Gronholdt et al. (2000) and Baker and Crompton (2000) defined "revisit intention" as tourists' willingness to visit a tourist attraction again, which this behavior is an expression of customer loyalty, similar to the willingness to purchase products or services again.

Litvin, Goldsmith and Pan (2008) defined that word of mouth (WOM) was informal communication between consumers about products or services. It is considered one of the most important sources of information when determining a purchase because WOM has a forceful impact on customers' actions. With the advancement of Internet technologies, increasing numbers of travelers are using the internet to search for information about tourist attraction effecting the eWOM which has occurred. WOM active on the World Wide Web, also known as eWOM or

electronic word of mouth, is used extensively. Furthermore, Litvin et al. (2008) developed the definition of eWOM from the traditional concept of WOM, which changes all informal communication between consumers related to the usage or attributes of products and services through internet-based technology. In principle, WOM and eWOM have importantly conceptual similarities in terms of interpersonal influences and the effect of eWOM in the service industry which are especially strong (Hennig-Thurau et al., 2004). So, with the advancement of technology, recommending the travel experiences to others through online such as Facebook, Line and Instagram is very important.

The word of mouth and revisit intentions are often referred to as consumer loyalty (Breiby and Slåtten, 2018). It can be seen that the behavior of customers with the word of mouth or revisit intention that businesses must create good relationship with customers to result in positive behaviors. Therefore, the businesses must consider the strategy of customer relationship management.

According to the above statement, the customer experience used by business owner is crucial. Customer experience is not only used for creating experience, but also used for better customer relationship with the brands to expect loyalty. The customer experience is a vital factor for customer relationship management which is based on relationship marketing (Chen and Popovich, 2003; Zablah, Bellenger, and Johnston, 2004). Both relationship marketing and customer relationship management help company have good relationship with customers (Morgan and Hunt, 1994; Osarenkhoe and Bennani, 2007). There is a statement indicating that the result of relationship marketing brings company to achieve a goal of the customer loyalty for a company. It is an important target for relationship marketing theory (Hennig-Thurau et al., 2002). According to Lemon and Verhoef (2016), relationship marketing which creates customer bond can be extended to serve customer needs considered from customer experience, and it creates the advantages for businesses.

From the literature review, it is found that creating customer relationships is used as a mediator of relationships: satisfaction, trust, and commitment (e.g. Bowden

and Wood, 2011; De Ruyter et al., 2001; Ndubisi, 2007; Palmatier et al., 2006; Prasad and Aryasri, 2008). In accordance with the previous research, researchers were interested in studying the relationship of customer experience with satisfaction and trust (e.g. Bustamante and Rubio, 2017; Chen and Lin, 2015; Garg et al., 2014; Martin et al., 2015; Rose et al., 2012), but disregard to study the relationship with commitment. Thus, the researcher see a gap in the study of the relationship of customer experience and commitment.

Customer experience creates the commitment which effects a positive result on customer loyalty. This is because customers get a good experience and have good attitudes. The customers have loyalty and repurchase the products and services. Furthermore, word of mouth is to a group of customers. The commitment is customers' enduring desire to continue a relationship with a service provide by his willingness to try to maintain relationships (Moorman et al., 1992; Morgan and Hunt, 1994). The commitment becomes a popular study's topic about relationship marketing and customer relationship management. However, customers' decision for purchasing products or services in the future requires creating customer commitment by trying to create customers' emotional attachment. This factor makes customers prefer the products and services. Moreover, they are likely to use the service and create word of mouth to the service provide in the future.

Thus, the commitment is used to create important relationship related to customer behaviors (Garbarino and Johnson, 1999). If customers have commitment, it gains advantages. They are likely to return to use and continue to suggest the products or services to others, also known as word of mouth. (Bendapudi and Berry, 1997; Bowen and Shoemaker, 2003). In terms of tourism, the factor helping tourist attractions becomes a well-known place and brings more incomes comes from tourists' reviews. They review about the tourist attractions that spark them to obtain the good impression and commitment from experience to the other people and tourists to come back again.

This suggests that commitment is important in linking among customer experience, word of mouth, and revisit intention. Previous research stated that commitment was viewed as a mediator in business, and customer relationships seem to show a strong influence on customer loyalty such as retention, willingness to pay more, referrals, buying behavior, continuity expectancy, and word of mouth (the study of Brown et al., 2005; De Wulf and Odekerken-Schroder, 2003; Hennig-Thurau et al., 2002; Odekerken-Schroder et al., 2003; Palmatier et al., 2006; Venetis and Ghauri, 2004). These are the main reasons why should be studied about the relationship between customer experience and commitment, and there are supported concepts of Keiningham et al., (2017) and Lemon and Verhoef, (2016) that suggest the future research in order to examine the relationship between customer experience and commitment through empirical research. In addition, Singh and Saini (2016) proposed the conceptual model related to the relationship between customer experience and commitment that will lead to attitudinal and behavioral loyalty. Therefore, this research has tested relationships to expand the customer experience concepts that affect commitment, which finally customer experience and commitment also affect the electronic word of mouth and revisit intention.

In tourism industry, creating the impression and also good experiences for tourism industries is important. Tourists' great experiences are essential. According to hospitality and tourism research, creating a great customer experience is even more important in hospitality and tourism research due to the experiential nature of the hospitality and tourism industry (Hwang and Seo, 2016). The previous discussion of customer experience in hospitality and tourism research is found in Clawson and Knetsch (1963) studying on outdoor recreation and Cohen (1979), who introduced the term of tourist experience. Accordingly, it is important that a tourism industry must attract and retain customers or tourists by means of creating great experiences. Schmitt (1999) and Brakus et al., (2009) stated that experiences could not happen naturally, but they were stimulated by stimuli or incentives. In tourism research, tourists' experience during trips has mainly been involved with visiting, sightseeing, learning, enjoyment

and living different lifestyles (Stamboulis and Skayannis, 2003). McIntosh and Siggs (2005) pointed out that tourists' experience as a form in the human minds which are unique and emotional with high personal values. Therefore, experience has played an important role in travel and tourism (Oh et al., 2007).

From the above reasons, it can be seen that customer experiences become important for supporting organizations' performances and interesting issues. Through literature reviews on customer experiences, it is found that most studies stress on retail businesses (Bagdare and Jain, 2013; Bustamante and Rubio, 2017; Deshwal, 2016). However, tourism is a service industry which has an important role to Thailand's economic system. Especially in 2017, the tourism's makes a main revenue for a country, and obviously THB 2.76 trillion is from a tourism revenue (Department of Tourism, 2018).

According to The Tourism Authority of Thailand (TAT), 93 percent of travelers are interested in local tourism and off-the-beaten-track destinations. The government policy has, therefore, initiated the "Amazing Thailand Go Local" campaign with the aim of developing local tourism as a tool to boost the local economy (TAT Review Magazine, 2018). The government has projects that link tourism in each province. To strengthen the local economy by using the community marketing mechanism for tourism under the name Taladtongchom Thailand, to deliver tourism experience contains new perspectives on life that meets the needs of different target groups through the touch of unique Thai local experiences with unique value propositions of each region. As a result, researchers are interested in studying the customer experience in Taladtongchom to expand the concept of customer experience. The Taladtongchom is outstanding at the point that it is a market in every province of Thailand. It has sold products of the community and displayed the culture and way of life of communities in different provinces. It is creating cultural learning and entertainment for tourists. Tourists can indulge in beautiful surroundings and

allow tourists to live a different life from everyday life. Which can be considered that the Taladtongchom as a market that can truly create a tourist experience for tourists.

Consequently, it is the researcher's reason to study the relationships among customer experience, customer commitment, electronic word of mouth, and revisit intention in Taladtongchom. It causes many contributions, such as academic features by expanding the concept of customer experience, commitment, and management which managers can apply so as to make businesses remarkable and different from competitors and build competitive advantages through bringing the unique identity of the company to create a different customer experience for customers to create customers' commitment, positive electronic word of mouth, and revisit intention to tourist attraction. Moreover, the government can use it as a guide in establishing policies to give a support to Thailand's tourism. Tourism for great experiences focuses on making tourists to possess good memorable experiences to positive word of mouth and revisit intention.

Research Questions

The main research question of this research is how customer experience have an influence on commitment, electronic word of mouth (eWOM) and revisit intention. Additionally, the specific research questions of this research are presented as follows:

1. How does customer experience and dimension of customer experience influence type of commitment, electronic word of mouth and revisit intention?
2. How does type of commitment influence electronic word of mouth (eWOM) and revisit intention?
3. How does type of commitment which mediator the influences of the relationship between customer experience and electronic word of mouth (eWOM) and revisit intention?

Purposes of the Research

The main purpose of this research is to examine the effects of customer experience on commitment, electronic word of mouth (eWOM) and revisit intention. Additionally, the specific objectives of this research are presented as follows:

1. To examine influence of customer experience and dimension of customer experience on type of commitment, electronic word of mouth (eWOM) and revisit intention.
2. To examine influence of type of commitment on electronic word of mouth (eWOM) and revisit intention.
3. To examine influence of type of commitment mediates the relationship between customer experience, electronic word of mouth (eWOM) and revisit intention.

Scope of the Research

This research aims to examine the influences of customer experience and dimension of customer experience on type of commitment, electronic word of mouth and revisit intention of Taladtongchom in Thailand. Therefore, the scope of this research is presented as follows:

This research concentrates on the relationship between customer experiences in the context of Taladtongchom. With respect to the research objective and research questions, there are four variables. In the first variable, the customer experience is an independent variable of the research consists of four dimensions, namely, educational, entertainment, esthetic, and escapist. In the second variable, consequence variables are electronic word of mouth and revisit intention. In the final group, the mediator variable is commitment consists of two dimensions, namely, affective and continuance commitment.

With respect to the research objective and research questions, there are variables in the research as follow. Customer experience refer to emotion, sensory, cognitive, behavior, social interaction, by customers interact with service providers

which create memorable events. Commitment refer to the enduring desire of buyers and sellers to continue a relationship whereby the customer willingly to maintaining relationships. Electronic word of mouth is defined as the act of exchanging experience from the tourist attraction of customer among consumers through Internet-based technology. eWOM can occur through many different online channels, such as discussion forums, instant messaging, online communities, newsgroups, chat rooms, and social networking sites (e.g., Facebook, Twitter, and Instagram). Revisit intention refer to a stated likelihood of tourists' willingness to revisit a destination again.

This research develops a framework by using two theories consisting of the theory of reasoned action and experience economy theory are applied in this research to explain how customer experience affects word of mouth and revisit intention through commitment. According to the theory of reasoned action was developed to better understand relationships between attitudes, intention, and behaviors. Another one this research has a view on experience economy theory is applied in this research to explain customer experience and dimension of customer experience that affect behavior intention.

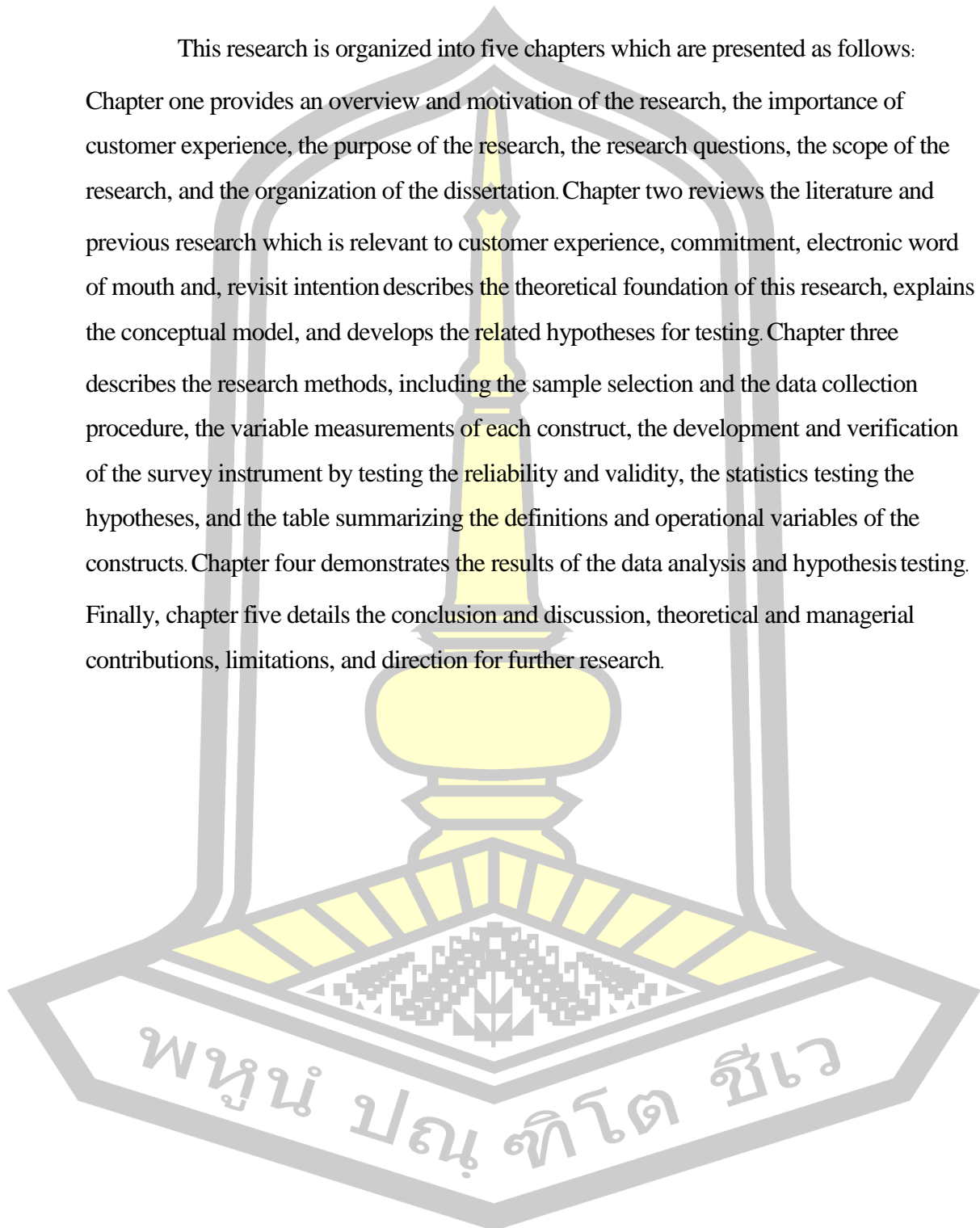
This research chooses tourists visit in Taladtongchom during holidays as the population and sample. The study sample included 600 samples. Multi-stage random sampling is used. Data were collected by means of a self-administered questionnaire, distributed to tourists which visit in Taladtongchom. To increase the quality of the questionnaire, validity and reliability is tested by factor analysis and Cronbach's alpha. Structural equation modeling (SEM) is the main statistic to test the relationships' effects between constructs.

Finally, the scope of the research consists of three major parts: Firstly, it examines the influence of customer experience on commitment and electronic word of mouth and revisit intention. Secondly, it examines the relationships between the commitment and electronic word of mouth and revisit intention. Lastly, it examines the mediating effect of commitment which mediator the relationship between customer experience and electronic word of mouth and revisit intention.

Organization of the Research

This research is organized into five chapters which are presented as follows:

Chapter one provides an overview and motivation of the research, the importance of customer experience, the purpose of the research, the research questions, the scope of the research, and the organization of the dissertation. Chapter two reviews the literature and previous research which is relevant to customer experience, commitment, electronic word of mouth and, revisit intention describes the theoretical foundation of this research, explains the conceptual model, and develops the related hypotheses for testing. Chapter three describes the research methods, including the sample selection and the data collection procedure, the variable measurements of each construct, the development and verification of the survey instrument by testing the reliability and validity, the statistics testing the hypotheses, and the table summarizing the definitions and operational variables of the constructs. Chapter four demonstrates the results of the data analysis and hypothesis testing. Finally, chapter five details the conclusion and discussion, theoretical and managerial contributions, limitations, and direction for further research.



CHAPTER II

LITERATURE REVIEW

The previous chapter focuses on the overview of customer experience, commitment, word of mouth, and revisit intention which contains the research motivation, the purposes of the research, the research questions, and the scope of the research. Thus, this chapter provides details and elaborates to better understand of the theoretical foundation, relevant literature review of customer experience, commitment, electronic word of mouth, and revisit intention, conceptual framework, and research hypotheses development. Accordingly, these hypotheses proposed to examine and answer the research objectives and research questions.

The key construct of the conceptual model of this research is customer experience. This research will provide empirical evidence so that customer experience may enhance electronic word of mouth and revisit intention with regards to the commitment as a mediator. The theory of reasoned action is applied in this research to explain how customer experience affects electronic word of mouth and revisit intention through commitment. According to the theory of reasoned action was developed to better understand relationships between attitudes and behavior intention, then it is effect on behavior. Furthermore, experience economy theory is applied in this research to explain customer experience and dimension of customer experience that affect behavior intention. The literature review is conducted to provide an understanding of all constructs in the proposed conceptual model and to develop the research hypotheses for testing.

The organization of this chapter is structured into two sections. The first section describes the theoretical foundations which are used to explain the conceptual model. The second section provides the relevant literature review, the definition of all constructs in the conceptual framework, and the hypotheses development.

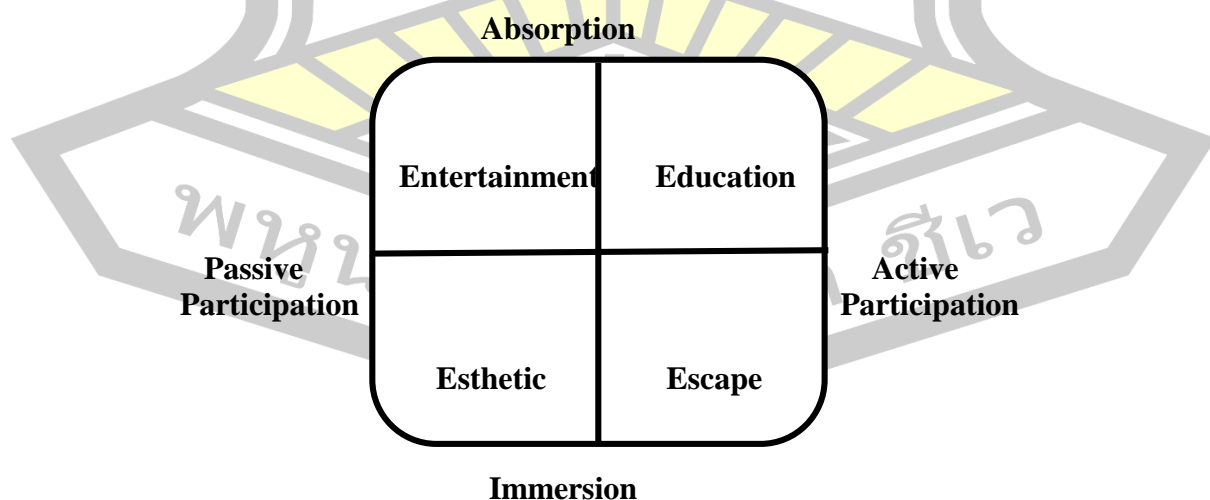
Theoretical Foundations

Experience Economy Theory

Pine and Gilmore (1998) argued that after a transition from selling products to selling services there would change again to selling experience. They point out that consumers require a unique experience and businesses should respond to these needs by providing memorable experiences for consumers. Pine and Gilmore (1998) provided examples of industries and companies that rely on experiences in their business operations, including the tourism industry. Cohen (1979) claimed that experience is the nature of the tourism business. Visiting, seeing, learning, enjoying, and living another life in a different world is the most important component of the tourism experience (Stamboulis and Skayannis, 2003). The concept of experience economy has become the key component for understanding contemporary consumer behavior (Addis and Holbrook, 2001).

Also, Pine and Gilmore (1998) have proposed that experience could be analyzed in terms of two dimensions: consumer participation in experience and connectedness with experience (Figure 1).

Figure 1 Four Realms of Experience (Pine and Gilmore, 1998)



In terms of participation in experience, consumers is actively or passively participated. Consumers participate actively in experiences when they have direct experience with any products or services, while consumers participate passively in experiences when they gain indirect experience. Consumers can either absorb experience or immerse the experience in terms of connectedness to experience. Consumers absorb experience when they have a certain gap between them and the experience (e.g. watching a television concert by a singer). On the other hand, consumers immerse themselves in an experience when there is no distance between them and the experience (e.g. watching and experiencing live concerts directly). Also, Pine and Gilmore (1998) divided encounters into four realms: entertainment, educational, esthetic and escape. The classification of experiences depends on the type of involvement of consumers. Educational experience was characterized as the combination of active participation and absorption, while entertainment experience was characterized as a combination of passive customer participation and absorption. In comparison, esthetic experience was characterized as a combination of immersion and passive participation, whereas escapist experience was characterized as a combination of immersion and active participation.

Moreover, Loureiro (2014) tried to contribute theoretically to understanding the effect of experience that affect behavioral intentions through positive emotions and memory in the sense of rural tourism. There are many researchers in previous research such as Oh et al., 2007; Hosany and Witham, 2010; Jurowski, 2009; Jeong, 2007 have applied experience economy of Pine and Gilmore's (1998) to the field of tourism through four realms of experience. Most researchers have found and suggested that the four realms of experience of Pine and Gilmore (1998) can be applied as a useful framework for understanding tourist experience against different types of tourism and the effect on different consumer behaviors (customer emotion and customer response) such as memory, satisfaction, pleasure, patronage intention. Thus, this research has extended the experience economy of Pine and Gilmore toward the commitment, electronic word of mouth, and revisit intention.

The Theory of Reasoned Action

The theory of reasoned action has been commonly used as a model for the prediction of behavior intention and/or behavior. The conceptual model hypothesizes that the action of a person is determined solely by the intention of a person to conduct the behavior. In effect, behavioral intention depends upon cognitive evaluations (attitude) refers to personal judgment being in favor of or against performing the behavior (Ajzen and Fishbein, 1970; Ryu and Jang, 2006). The theory of reasoned action explains the relationship between attitudes, intentions, and behaviors. It supports that behavioral intentions as the antecedents of behavior, acting as salient information or beliefs about the probability of executing a specific intention to the specific outcome (Madden et al., 1992). Fishbein and Ajzen (1975) separated the antecedent beliefs to behavioral intentions into two distinctive conceptual sets; attitude and normative. In fact, Behavioral beliefs are postulated that fundamental influence plays significant roles in individual attitudes toward behavior expression, while normative beliefs function as a subjective norm to express the behavior. Consequently, it is through attitudes and/or subjective norms that information or salient beliefs affect intentions and subsequent behavior.

There are two fundamental assumptions underlying the theory of reasoned action. The first assumption is based on human logical and systematic reasoning, using the information available. The second suggests that most acts of social relevance are under the volitional control. Thus, the immediate determinant of human behavior comes from a personal intention to do or refuse to do something (Fishbein and Ajzen, 1980). The attitude of an individual refers to those which lead to certain results and its assessment of such results. The normative beliefs of a person refer to those which particular individuals or groups think should or should not be performing a certain act and their motivation to comply with the relevant referents. Also, attitude towards behavior is the positive or negative judgment of a person performing an act. Subjective norm is the understanding by a person of the social pressures on him or her

to perform an act or not. Therefore, attitude is a personal determinant of behavioral intention while collective norm represents social influence (Fishbein and Ajzen, 1980).

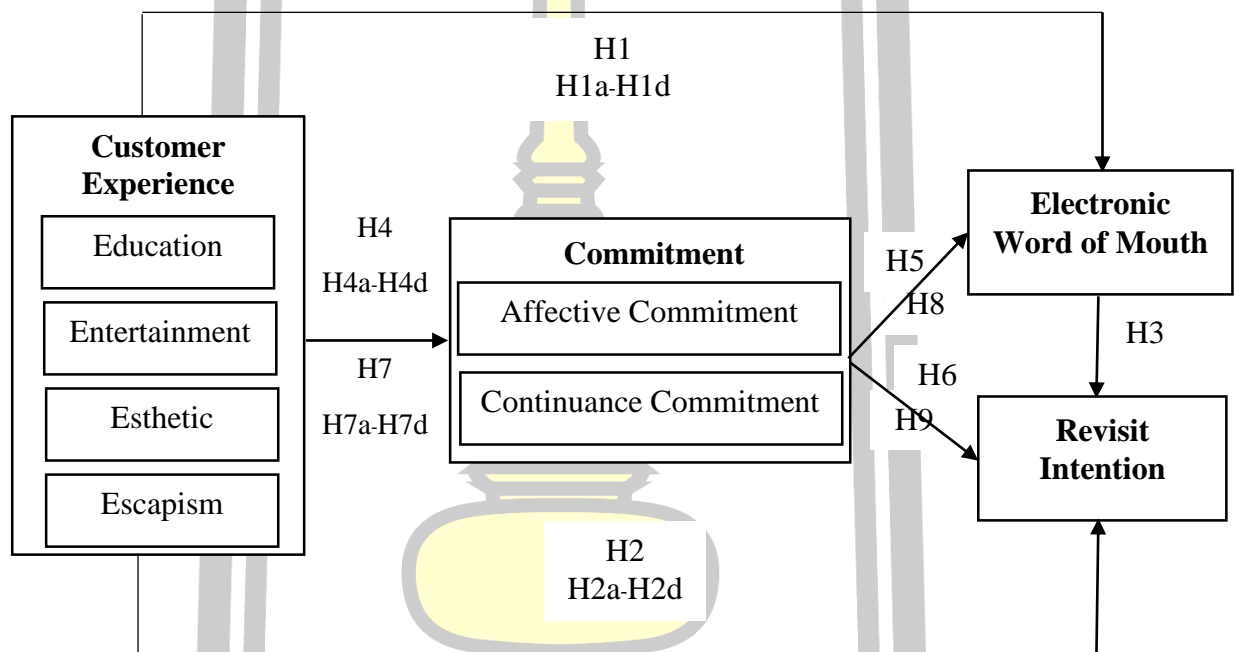
In addition, Ajzen and Fishbein (2005) developed the theory of reasoned action to explain the relationship between the beliefs and attitudes of the customers towards their behavioral intentions. The assumption of the theory suggested that many consumers make the decision carefully triggered by considering the consequences of the alternative actions and eventually selecting the one that leads to the most favorable outcomes. The result of this reasoned choice process show that a behavioral intention to relate in the selected behavior. The theory of reasoned action constructs was developed from a long history of attitude measurement theory rooted in the concept that an attitude is defined by expectations or beliefs concerning the object or action attributes and assessments of those attributes (Montano and Kasprzyk, 2015). The theory of reasoned action has been applied in many different fields of empirical researches. For instance, Glassman and Fitzhenry (1976) applied theory of reasoned action in marketing research to examine the behavior of consumers, such as when purchasing a product or a service.

From the above, the theory of reasoned action shows that the attitude associated with cognition results in the intention relating to the decision making process with reason and affecting the behavior. Therefore, the researchers agree that the theory of reasoned action is a theory that explain the conceptual model of this research. This research perspective; a customer experience is an attitude that affect to commitment. This study assumes that the commitments acts as a behavior intention. According to Ajzen and Fishbein, (1977) stated that behavioral intention represents an individual's decision or commitment of a person to perform a particular behavior, and it often coincides with overt future behavior, which finally affect to the behavior such as word of mouth and revisit intention.

The full conceptual model which illustrates the relationships of customer experience, commitment and word of mouth and revisit intention are shown in Figure 1, which model of customer experience adopted from Oh et al. (2007), commitment adopted

from Jones et al. (2007), electronic word of mouth adopted from Goyette et al. (2010), revisit intention adopted from Kim and Moon (2009). The next section mentions the literature review and the hypotheses setting for customer experience that are discussed below.

Figure 2 Conceptual Model of Customer Experience effect on Commitment and Electronic Word of Mouth and Revisit Intention in Taladtrongchom Thailand



Relevant Literature Review and Research Hypotheses

Customer Experience

The evolution of customer experience begins with Holbrook and Hirschman (1982) defined that experience as the consumption and interaction of a person with products or services that involve the significant experience of affection and consumption as involving various playful leisure activities, sensory pleasures, daydreams, esthetic enjoyment, and emotional responses. Pine and Gilmore (1998) defined experiences in a seminal work as economic offers which are inherently personal responses that occur only in the mind of an individual engaged on an emotional, physical, intellectual, or even spiritual level. Moreover, Berry and Carbone (2007) suggested that companies need to create a cohesive, genuine and sensory-

stimulating total customer experience that resonates, pleases and differentiates the company from the competition to develop an emotional connection with customers. As a result, numerous studies stressed the need for in-depth study of the role of customer experience in marketing, especially in services (Edvardsson et al., 2005; Jaakkola et al., 2015). Marketing academics and practitioners believe that largely positive customer experience can create a unique, enduring advantage over time for any firm. Consequently, customer experience is a pillar of marketing (De Keyser et al., 2015), and the theoretical knowledge developed to date provides a foundation from which to develop a more detailed understanding of the concept.

Definition of Customer Experience

According to Holbrook and Hirschman (1982) described to consumption experience as a steady flow of fantasies, feelings, and fun. Otto and Ritchie (1996) subsequently claimed that experience can be described as the subjective mental state the participants felt to discover during a service encounter. Pine and Gilmore (1998) were among the first researchers to introduce the idea of customer experience, describing it as 'events that engage individuals in a personal way,' and suggesting that the emotional, physical, intellectual or spiritual contribution of each consumer relates to the encounters, thus stressing the subjective nature of customer experience. Besides, experiences are the result of encountering, undergoing, or living through situations. They are triggered stimulations to the senses, the heart, and the mind. Experiences often link the firm and the brand to the lifestyle of the consumer and place individual customer behavior and the buying opportunity in a broader social sense. In conclusion, customer experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values (Schmitt, 1999). Then, Gupta and Vajic (2000) defined that experience is an emergent phenomenon. It is the outcome of involvement in a series of activities within a social context.

In addition, there are researchers who provide the definition of customer experience as follows: customer experience as an engaging act of co-creation between

a provider and a consumer in which the consumer perceives value in the encounter and in the subsequent memory of that encounter (Poullsson and Kale, 2004). Customer experience is an organization-customer relationship. It is a combination of the physical performance of an individual, the senses stimulated, and the emotions evoked, each intuitively measured against customer expectations throughout all interaction moments (Shaw, 2005). Total customer experience is a totally positive, engaging, enduring, and socially fulfilling physical and emotional customer experience across all major levels of one's consumption chain and one that is brought about by a distinct market offering that calls for active interaction between consumers and providers (Mascarenhas et al., 2006).

Moreover, Customer experience is that consumers have internal and subjective reactions to any direct or indirect communication with a firm. Direct contact generally occurs during the purchase, use and service process and is typically initiated by the client. Indirect interaction most often includes unplanned interactions with representatives of the goods, services or brands of business and takes the form of word-of-mouth recommendations or critiques, advertising, news reports, reviews and so on (Meyer and Schwager, 2007). The customer experience arises from a series of interactions that provoke a reaction between a customer and a product, a business or part of its organization. This experience is strictly personal and implies the participation of the consumer at various levels (rational, emotional, sensorial, physical, and spiritual). The assessment relies on the contrast between the expectations of a client and the stimuli from the interaction with the business and their product following the various moments of communication or touch-points (Gentile et al., 2007).

Furthermore, Customer experience is holistic in nature and participation the customer's cognitive, affective, emotional, social and physical responses (Verhoef et al., 2009). Customer experience is described as the direct and indirect experience of the customer about the service process, the company, the facilities and how the customer communicates with the representatives of the service firm and other customers. These, in turn, create the cognitive, emotional, and behavioral reactions of

the customer and leave the customer with memories about the experience (Walter et al., 2010). Lemon and Verhoef (2016) described the customer experience as a multidimensional construct that focuses on the cognitive, emotional, behavioral, sensorial, and social responses of a customer to the offers of a firm during the entire purchase journey of the customer. Hence, customer experience as a subjective experience generated by the service provider through external stimuli that affect the perception of an experience by a customer. A summary and classification of the definition of customer experience is presented in table 1

Table 1 Definition of Customer Experience

Author	Customer Experience					
	Emotion	Sensory	Cognitive	Behavior	Social interact	Physical
Flavián et al. (2019)	√	√	√	√	√	
Gentile et al. (2007)	√	√			√	√
Gupta and Vajic (2000)					√	
Holbrook and Hirschman (1982)	√					
Keiningham et al. (2017)	√		√		√	√
Lemon and Verhoef (2016)	√	√	√	√	√	
McLean et al. (2018)	√		√			
Mascarenhas et al. (2006)	√				√	
Meyer and Schwager (2007)					√	
Otto and Ritchie (1996)	√					
Pine and Gilmore (1998)	√		√			√
Poulsson and Kale (2004)					√	
Schmitt (1999)	√	√	√	√	√	
Shaw (2005)	√	√			√	
Verhoef et al. (2009)	√		√		√	√
Walter et al. (2010)	√		√	√		

The researcher concludes that the customer experience is emotion, sensory, cognitive, behavior, social interaction, and physical responses from customers interact with service providers which create memorable events.

Dimension of customer experience

To understand the foundation of the concept customer experience. Several researchers have identified the multi-dimensional of customer experience. Pine and Gilmore (1998) stated that dimension of customer experience comprise entertainment, educational, escapist, and esthetic. Schmitt (1999) introduced five dimensions of customer experience composed of sensory experiences (SENSE: related to positive sensorial experiences such as sight, touch and smell); affective experiences (FEEL: accumulates emotional experiences such as moods and feelings); cognitive experiences (THINK: related to the process of thinking or consciousness); physical experiences, behaviors and lifestyles (ACT: concerns in terms of customer experience induced by the product or consumption/use); and social identity experiences resulting from interaction with reference group or culture (RELATE: relating to social contexts or relationships with others).

Further, Gentile et al. (2007) defined six dimensions of customer experience by incorporating the pragmatic aspect of customer experience consisting of sensorial, affective, cognitive, lifestyle, pragmatic and relational components, expanding the scope of experiential appeal and elaborating on the implementation of creating holistically integrated experiences that creates values. Other researchers have also extended and modified these dimensions such as Verhoef et al. (2009) mentioned that dimension of customer experience comprise of cognitive, affective, social, physical. Lemke et al. (2011) stated that dimension of customer experience consist of communication encounter, service encounter, usage encounter. Two dimension of customer experience that is cognitive, affective (Rose et al., 2011). Garg et al. (2012) defined that dimension of customer experience consist of sensory, affective,

cognitive, behavioral, relational. Rageh and Melewar (2013) stated that dimension of customer experience be composed of comfort, educational, hedonic, novelty, recognition, relational, safety, beauty.

Based on the literature review have tested on the dimension of customer experience. Many researchers are interested in testing to create a measure of customer experience in various contexts for example in retailing industry: Bagdare and Jain (2013) measured customer experience in retail which scale development and validation found that the dimension of customer experience are four dimensions consist of joy, mood, leisure, and distinctive. In online retailing industry, Kumar and Anjaly (2017) developed a measurement scale of customer experience are four dimensions consist of delivery, product-in-hand, return and exchange, customer support, benefits, feel-good factors. In bank industry, Maklan and Klaus (2011) developed a measurement scale of customer experience are four dimensions consist of peace of mind, outcome focus, moments of truth, product experience. In the context of tourism, researchers have developed a scale measurement of customer experience as follow Oh et al. (2007) tested dimension of customer experience to develop a measurement scale of Pine and Gilmore's four realms of experience, which includes educational experience, entertainment experience, esthetics experience, and escapist experience. Kim et al. (2011) developed and validated the dimensionality of the customer experience concept, resulting in the following seven dimensions: environment, benefits, convenience, accessibility, utility, incentive, and trust. In addition, Ren et al. (2016) develop a measurement scale of customer experience are four dimensions consist of tangible sensorial experience, staff relational/interactional experience, aesthetic perception, location. Moreover, the researcher summarize dimension of customer experience to better understand the concept of customer experience in Table 2 as follows.

Table 2 Dimension Construct of Customer Experience

Author	Dimension Construct	Customer Experience						Industry
		Emotion	Sensory	Cognitive	Behavior	Social interact	Physical	
Bagdare and Jain (2013)	Joy, Mood, Leisure, Distinctive	√						Retail
Jain and Bagdare (2009)	Customer Service, Visualscape, Customer Delight, Merchandise, Convenience	√	√	√		√		Retail
Hosany and Gilbert (2009)	Joy, Love, Positive Surprise	√						Tourism
Kim et al. (2011)	Environment, Benefits, Convenience, Accessibility, Utility, Incentive, Trust	√		√			√	Hotel
Klaus et al. (2013)	Brand Experience, Service (Provider) Experience, Post-purchase/Consumption Experience	√						Bank
Kumar and Anjaly (2017)	Delivery, Product-In-Hand, Return and exchange, Customer support, Benefits, Feel-good factors	√	√			√		Online Retail

Table 2 Dimension Construct of Customer Experience (continued)

Author	Dimension Construct	Customer Experience						Industry
		Emotion	Sensory	Cognitive	Behavior	Social interact	Physical	
Maklan and Klaus (2011)	Peace of mind, Outcome focus, Moments of truth, Product experience	√		√		√		Bank
Oh et al. (2007)	Entertainment, Educational, Escapist, Esthetic	√	√	√	√	√	√	Tourism
Ren et al. (2016)	Tangible sensorial experience, Staff relational/interactional experience, Aesthetic perception, Location	√	√			√	√	Hotel

The researcher concluded that tests on the dimension of customer experience from the table. Previous research considered the customer experience as an emotion, and the perspective of the customer experience was sensory, social interaction (e.g. Jain and Bagdare, 2009; Kumar and Anjaly, 2017; Ren et. al., 2016). Also, the customer experience is related to cognitive and physical (e.g. Kim et al., 2011; Maklan and Klaus, 2011), which creates an overview in the study of customer experience is holistic.

Based on a review of the literature on the dimension of customer experience, the researcher used a dimension of four realms of experience consist of educational, entertainment, esthetic, and escapist from the research of Pine and Gilmore (1998) and adopted from the scale of measurements of Oh et al. (2007). Since, it is a measure that cover both emotion, sensory, cognitive, behavior, social interaction, physical and experiential learning, as well as escape to relax to create a good experience that is

appropriate in the test for the industry used in this research. According to following definitions.

Educational experience

Educational experience is absorption that visitors learn from attending in the activity tends to involve more active participation. Educational experience is an active participation in the mind of customers, which is interesting and appealing to their desire to learn something new Pine and Gilmore (1998). Educational experience as a tourist absorbs the different events that occur in the tourist attraction, while actively participating in tourism activities in order to gain new skills and knowledge through interactive engagement of mind and body. Essentially, tourists increase their skills or /and knowledge, either general or specific, through educational experience at the tourist attraction they visit Oh et al. (2007). Educational experience is actively engaging of consumers with destination which appealing to their desire to learn something new (Sharma and Rather, 2015). Agree with, Suintikul and Jachna (2016) said that educational experience is learning something new through an absorptive experience with active participation. The educational experience draws visitors interested in learning about their cultural identity and being active in activities related to culture (Lee and Smith, 2015). Education experience refers to a learning where the participant actively engages and is in absorption such as snorkeling, scuba diving or ski-schools (Ali et al., 2016).

Educational experience is absorbing the events unfolding of consumers through active participation in order to truly increase consumer knowledge or skills (Jeong et al., 2009). Oh et al. (2007) provides an example of a Living History Farm where parents and children go together and attend demonstrations of historical farm skills, such as rope making, spinning, weaving, wood carving, and chair caning etc. According to Boswijk et al. (2012) stated that learning leads to meaningful experiences. Normally, consumers who are participate in the educational experience will result in them developing skills or increasing knowledge. Eventually, consumers should be left

with the impression “I felt I have learnt something.” (Hosany and Witham, 2010).

Cetin and Bilgihan (2016) agreed that educational experience for tourism is usually related to interacting with local culture as a tourist interest of almost everything that is part of local culture.

Educational experience in the sense of rural lifestyle and activities (e.g., participation in theme fairs or learning how to make handicrafts and/or perform agricultural activities) are seen as one of the most influential factors in the research of experience. Education experience in the form of festivals is increasing demand by customers for the learning experience. In particular, the stimulation for self-education of visitors is established as a key motivating factor for attendance at the festival (Manthiou et al., 2014). Pine and Gilmore (1998) proposed positively that festival attendees would seek educational experience when they feel that their knowledge and/or skills can be improved by participation in the festival, which can be either active intellectual self-growth or physical self-growth. In this research, educational experience refer to the absorption of customers to the events unfolding at a destination, which actively participating through interactive engagement of customers to learn something new. Consequently, tourists have been learning and increase their skills and knowledge, either general or specific through education related to products or service that are unique and identity of local life.

Entertainment experience

Entertainment experience is probably one of the oldest types of experience, and usually involves the individual's passive participation. The entertainment experience commonly occurs when visitors passively observe other people's behaviors and/or events, such as listening to music, reading for pleasure at attractions, watching and listening to an Elvis Presley impersonator performing at a local music festival or seeing a clown riding a tall unicycle in an amusement park are examples of the entertainment experience (Hosany and Witham, 2010; Oh et al., 2007). Similarly, Hosany and Witham (2010) described the majority of cruise liners offer a variety of

entertainment, including nightly shows, comedian appearances, live music bands, and casino-style gaming among others. Entertainment experience involve observation of performance that is lead to positive customer responses (Pine and Gilmore, 1998).

Based on the experience economy model, this enjoyable and entertaining experience is the form of passively observe activities to gain pleasure or delight.

Entertainment experience involves passive participation and consumer attendance absorption, as is the case for music concerts (Stamboulis and Skayannis, 2003).

The realm of entertainment involves the passive absorption of the experience through our senses, generally visually and auditory (Gelter, 2010). Hughes and Benn (1995) said that entertainment was an important part of tourism. In order to attract tourists ' interest, the entertainment experience should be presented. Oh et al. (2007) confirmed that entertainment experience was measured the result of a journey, as presented by measurement items as fun. In essence, entertainment remains an essential component of the tourism product for each tourist destination to attract tourists with a variety and quality of entertainment that is different (Sharma and Rather, 2015).

In wine tourist context, to augment tourists' experiences, wineries have devised various strategies such as local cultural programs, events, wine and food festivals, and overnight stays as efforts to provide entertainment experience to wine tourists (Quadri-Felitti and Fiore, 2013). Wineries have even included art, music, and cultural heritage as part of the entertainment package for wine tourists. Entertainment experience occur when consumers passively observe or absorb activities and/or performances without participation (e.g., listening to concerts or watching movies) (Sadachar, 2014). In the context of malls, shopping is viewed as entertainment due to store entertainment are plentiful and diverse such as restaurants, food courts, pubs, cinema halls, live performances, and special events (Rakesh and Khare, 2011). Thus, this research define as entertainment experience is the form that occurs when customers passively observe or absorb activities and/or performances of others such as watching local festival at destinations.

Esthetic experience

Esthetic experience refers to customer's interpretation of the physical environment around them. The esthetic experience is aesthetic where the customer has a passive participation and immersion in the experience (Sharma and Rather, 2015). Conform with, Hosany and Witham (2010) and Bitner (1992) stated that esthetic experience refers to the customer's interpretation and indulgent of the physical environment such as ambient conditions; spatial layout and functionality; sign and symbols, and artifacts. Further, Suntikul and Jachna (2016) defined that esthetic experience is immersive and passive, involving a favor of an esthetically attractive environment. The esthetic experience is an experience that tourists enjoy being in a destination environment without affecting or changing the nature of the environment displayed to them. Tourists passively appreciate or are attracted by the authenticity of the destination environment.(Oh et al., 2007).

In esthetic experience, consumers enjoy being passively immersed in an attractive physical or environment. The esthetic experience engages consumers in a passive but immersive manner, thus leaving the environment essentially untouched (Jeong et al., 2009). Esthetic experience refers to the general atmosphere and nature of the physical environment which engages visitors' imagination with sensory triggers (Crozier, 2012; Pine and Gilmore, 1998). Esthetic experience happens when customers are immersed passively in the experience such as in sightseeing, trekking, swimming in holidays, etc. (Stamboulis and Skayannis, 2003). Esthetic experience involves the customer has a passive participation and immersion in the experience. Examples for esthetic dimensions include a beautiful arrangement of historical objects in a museum, an appealing servicescape or the environment in a resort hotel or witnessing Niagara Falls' breathtaking scenery (Mehmetoglu and Engen, 2011). For esthetic experience, participants are expected to enjoy the experience without altering the atmosphere provided to them, according to Oh et al., (2007). According to Crozier (2012), the esthetic elements in a cultural context derived from tradition and location infrastructure as well as intangible elements that stimulate visitors' imagination with

sensory stimuli. Originally it was suggested that esthetics represent the full immersion of visitors within an environment that does not interfere with them (Pine and Gilmore, 1998).

Consumer experience generated by the physical environment influence emotion (Arnold and Reynolds, 2003; Baker et al., 2002). Breiby and Slatten (2015) tried to link the esthetic components of tourist experiences with six experiential qualities including scenic views and architecture, and customer perception with physical environments (signs, symbols, and artifacts), along with other visual aspects such as viewing scenery from a sightseeing bus, walking in the mountains, etc. Therefore, walking along a creek bed or visiting a historic site can be categorized as an esthetic experience because tourists are passively appreciating and are not actively engaged (Jurowski, 2009).

In the tourism and hospitality literature, Bonn et al. (2007) note that the physical environment of heritage attractions play an important role in determining the attitudes of tourists, future patronage intentions, and willingness to recommend. Correspond with, Bitner (1992) stated that a critical factor is a physical environment that helps to define the nature of social interaction. In other words, consumers who participate in positive physical and relational aspects of customer experience can find themselves in positive emotional, satisfying, and loyal environments. According to Quadri (2012), the esthetic dimension comprises the natural, cultural, and social aspects of the destination for tourism. The esthetic motivation of wine tourists derives from the beauty of the vineyards, the natural landscape, and the rural settings. All of which are essential components of the wine tourism experience. Tourists enjoy immersion in a beautiful environment (Quadri-Felitti and Fiore, 2012). Driving down rural roads along the vineyards thus becomes a consumption activity for excursionists. Wineries even focus advertising on the esthetic experience of the region. In consequence, this research define as esthetics experience is the passively engage and

immerse of customers with physical environment around them such as ambient conditions, aesthetic beauty of place, which create enjoy for tourists.

Escapist experience

The escapist experience allows the visitor to impact actual performances or events in real or virtual world. Tourism is usually a way for people to escape their daily lives and return to their daily routines after experiencing the extraordinary, for example, witnessing the incredible by rafting or sailing holidays. Therefore, the degree to which a person is fully absorbed and immersed in the activity to escape from their daily lives can be described as an escapist experience (Oh et al., 2007).

Correspondingly, Hosany and Witham (2010) suggested that escapism experiences that occur when, for example, rafting or playing in a casino, the person influences the actual performances in the real or virtual world. Furthermore, Pine and Gilmore (1998) defined that escapist experience is highly immersive and require active participation in the activity. Then, Jeong (2007) and Jeong et al. (2009) said escapist experience places consumers in the among of the excitement that allows the consumer to become an actor or participant that affects the event in a real or virtual environment such as virtual reality tours, theme parks, casinos, and virtual reality sports.

According to Oh et al. (2007), participants who engage escapism experience typically want to take a break from their daily routine and to disappear for a while. Escapism experience refers to the active participation of tourists in products and services as well as the ability of visitors to temporarily forget about happenings in their normal lives by immersing themselves completely in the experience (Song et al., 2015). Escapist experience involves the active participation of clients immersed in it, such as participation in religious ceremonies or destinations (e.g. Agio Oros), working holidays and involvement in projects of NGOs, or even mass tourism in exotic destinations (Stamboulis and Skayannis, 2003). Therefore, it can be explained that escapist experience is the active participation and immersion of customers, as in some adventure tourism activities like mountain climbing, which active engagement of

tourists, makes tourists have the opportunity to escapist experience (Rijal and Ghimire, 2016).

In addition, Oh et al. (2007) proposed clarifying three elements of escapist experience. First, people's escapism simply means a getaway from their daily routine for no other specific reason. Second, escapism is triggered by the destination that people want to visit. Third and most notably, participation of tourist in the activities of destinations makes its means of escapist experience. Mannell and Iso-Ahola (1987) and Slater (2007) research found escapism to be the main reason for visiting a tourist attraction. People can visit a tourist attraction to get away from home or work and experience different time or place (Radder and Han, 2015). For starters, adventure activities such as river rafting is the elements of escapism, as it allows rafters to pretend, they are in a different world (Arnould and Price, 1993).

Moreover, the escapist experience is an emotional benefit resulting from active involvement in and immersion into the environment (Park et al., 2010). People in the city are attracted to explore the nature according to the environment and way of life of rural people for an escapist experience (Baker, 2016). In addition to enjoying an esthetic experience in the beauty of the natural rural settings, they may engage in numerous activities, such as hot-air-ballooning and bicycle tours, harvesting, or even grape stomping providing them with a distraction and escape from their busy urban lives (Quadri-Felitti and Fiore, 2013). The escapism can be highly immersive, transporting the consumer to a different time and place (Fountain and Charters, 2010). Show that, the greater the number of activities offered by tourism destinations, the greater the escapism experience of the tourists. Consequently, this research defines that escapist experience is the actively participate and immerse in the events of customers to become part of the activity or occurrences in the real or virtual environment to getaway from their daily life. In the Taladtongchom, tourists must receive an escapist experience from cruising to see the locals' way of life and atmosphere or the beauty of nature or engage in folk dances held by the community.

Customer Experience in Hospitality and Tourism industry

Creating customer experience is popular in many service industries as an important approach to business design to gain a competitive advantage. (Voss et al., 2008). Services marketing became an established field within the marketing discipline. Services marketing emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods. Services marketing typically refers to both business-to-consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as telecommunications services, financial services, all types of hospitality, tourism leisure and entertainment services, car rental services, health care services, professional services and trade services (Brown et al., 1994). Tourism is essentially a service industry, service industries is under the scope of services marketing (Otto and Ritchie, 1996).

Due to the experiential nature of the hospitality and tourism industry, creating a great customer experience is even more important in hospitality and tourism research. The earliest discussion of customer experience in hospitality and tourism research can be found in the report on outdoor recreation by Clawson and Knetsch (1963) and Cohen (1979), who introduced the term tourist experience. Larsen (2007) considered the cumulative and dynamic process that characterizes tourism experience, which involves the expectations of the guests before, during and after the trip, which then affects their revisit intentions or expectations for the next trip, illustrating the sequential essence of customer experience in the hospitality and tourism industry. In addition, the literature on hospitality and tourism has increasingly emphasized the importance of the memorability of customer experience in creating strong customer loyalty rather than merely providing customer experience (Prebensen and Rosengren, 2016). Hospitality and tourism were seen as the more experience-based service industry (Gilmore and Pine, 2002; Yuan and Wu, 2008). Selling services is not enough to distinguish the offerings; it is necessary to give tourists memorable experiences (Gilmore and Pine, 2002). Furthermore, rapid growth in the hospitality industry was observed due to globalization, which also demands research in this area.

Correspondingly, Consumer experience lies primarily in a series of complex interactions between consumer subjective responses and objective characteristics of a product (Addis and Holbrook, 2001). In tourism research, the experience of tourists during trips has mainly been about visiting, seeing, learning, enjoying and living different lifestyles (Stamboulis and Skayannis, 2003). As McIntosh and Siggs (2005) point out, the experiences of tourists as formed in the human mind are special and highly personal-value emotionally. Reviewing current literature, experience has played a key travel and tourism construct (Oh et al., 2007). Tourist experience has grown into a popular academic topic since the 1970s. Especially since the term experience economy was introduced by Pine and Gilmore (1998), there are increasing numbers of studies exploring the issue of the tourist experience.

Thailand's tourism industry is an industry that generates enormous revenues to the country. It becomes a main factor that drives Thailand economic growth. The tourism resources consist of natural tourism attractions, archaeological sites, antiquities, and cultural arts and local traditions in each province. The resources can attract and create a superior experience for the tourists. The Tourism Authority of Thailand (TAT) revealed that 93 percent of travelers are interested in local tourism and off-the-beaten-track destinations. According to government policy, has therefore initiated the “Amazing Thailand Go Local” campaign with the aim of developing local tourism as a tool to boost the local economy (TAT Review Magazine, 2018). Thai Government has campaigns to connect provincial tourism to strengthen local economy by using local market as strategy for tourism. The campaign was launched under the name “Taladtongchom” which transfers tourism experience in the new sights of life and different life of target groups. It was delivered through the touch of unique Thai local experience with unique value proposition of each region.

Taladtongchom is one of the nine under Pracharath Market, raised by government. The government aims to support marketing in the country and to locate the markets in every city. The markets can be the places serves products and services to the communities. Ministry of Commerce by the Department of Internal Trade conducted community markets

for local business under “Taladtongchom”. This is to develop markets which sell agricultural products, crafts, arts, OTOPs and consumer products and services. The products and services in the market can present the community features which created by farmer groups, SMEs community enterprise groups and people in the community or area nearby. Taladtongchom is sponsored to have beautiful sights for tourism. The products and services are served under the direct and reasonable prices. The prices tags are obviously shown. The products has good quality flowing the features and arts and culture conservation. It also shows local uniqueness that can explain the community uniqueness and community life style following community’s features. Taladtongchom has become a channel to gain jobs, careers, and incomes to the people in community. The place always welcome to all visitors from local peoples and tourists and other people. The visitors enjoy shopping, local cultures, life style, and unique community living. This campaign is the cooperation from all departments under Pracharath projects to support the strength of sustainable local economy.

Therefore, in this study, Taladtongchom refer to markets where display and distribution of agricultural, Handicraft, OTOP and community's product, which contains a lot of products. The place is also photo landmarks that express the identity of the community and local cultural performance, musical performances, and exhibitions which visitor can enjoy unique Thai local experiences (Department of Internal Trend, 2018). Similar to farmers' markets known as farmers ' markets, they are community social and economic institutions that can be keystones in building localized goods and food systems and attract tourists through the uniqueness, variety, and quality of the food and the social market atmosphere (Murphy, 2011). Also, this key feature of farmers' markets within local and regional food systems arises through four interrelated processes: (1) periodically making local food products and producers accessible in public settings; (2) promoting and facilitating diversified producers ' enterprises; (3) incubating small businesses; and (4) developing environments where market transactions and social interactions come together (Gillespie et al., 2007). To expand the perspective of the concept of customer experience that

is linked to the Thai tourism. Researcher is interested in the consumer experience study in Taladtongchom.

Consequence of Customer Experience

The Empirical Study of Customer Experience and Dependent

In previous research, many researchers have tested the relationship of customer experience with different variables that the researcher has cited as follows: Garg et al. (2014) tested the relationship between customer experience and satisfaction in the bank. The results found that customer experience impact on customer satisfaction. Ismail (2011) explored the context and implications of customer experience from the customer perspective, the consequences of which being loyalty. The results revealed that customer experience positively contributes to brand loyalty. Bustamante and Rubio (2017) studied customer experience (cognitive, affective, social, and physical) effect on satisfaction and loyalty. The study results showed that customer experience enhances customer satisfaction, and it positively impacts the customer's loyalty in retail. In addition, the researcher summarized relationship customer experience and dependents as shown in the appendix A.

Electronic word of mouth

Studies have stated in marketing literature that word of mouth plays an important role in the process of product choice and in service provider selection (Gilly et al., 1998). Word of mouth (WOM) may be described as an informal source of communication about service or products between senders and receivers (Murray, 1991). Sweeney et al. (2008) suggests that WOM's ability to affect perceptions or behavior depends on the nature of the sender-receiver relationship, the message's completeness and strength and delivery. Westbrook (1987) stated that consumer word of mouth transmissions in a post-purchase sense consist of information communications directed at other consumers about the possession, usage, or characteristics of particular goods and services.

Besides, during the early days of WOM studies, Arndt (1967) defined WOM as face-to-face communication between people who were not commercial entities about products or business services. Hawkins et al. (2004) described that word of mouth is a process that enables consumers to share information and opinions about a particular product, brand, or service to direct buyers towards or away from the product, brand, or service. According to Harrison-Walker (2001), WOM described as informal, person-to-person communication between a perceived non-commercial communicator and a receiver concerning a brand, a product and organization or service. Corresponding to Litvin et al. (2008) claimed that word of mouth (WOM) is informal contact between consumers about specific products or services, is considered one of the most important sources of information at the point of purchase because WOM has a powerful impact on the behavior of customers. Although the meanings were written apart for many decades, WOM's definitions have remained almost the same, indicating that the word was settled in the minds of scholars and practitioners. With the advancement of Internet technology, increasing numbers of travelers use the internet to search for information about the tourist attraction that has caused the frequency of eWOM. WOM active on the World Wide Web, also known as eWOM or electronic word of mouth, is used extensively.

Litvin et al. (2008) developed the definition of eWOM from the conventional WOM term, which changes all informal communication between consumers related to the usage or attributes of products and services through internet-based technology. Hennig-Thurau et al. (2004) described eWOM as any positive or negative comment about a product or company made by consumers, sharing information with many people over the internet. Based on Westbrook's (1987) concept of WOM, electronic word of mouth (eWOM) can be defined as all informal communications directed at consumers via internet-based technology relating to the use or characteristics of particular goods and services. Goldsmith (2006) described electronic word of mouth communication (eWOM) as internet word of mouth communication, which can be disseminated through various internet applications such as online forums, electronic

board systems, blogs, review sites, and social networking sites. Besides, Electronic word of mouth is defined as the act of the online exchange of marketing information between consumers. EWOM will take place via a broad variety of online platforms, including e-mails, discussion forums, instant messaging (IM), homepages, blogs (e.g. bloggers), product review sites (e.g., Amazon.com and Epinions.com), online communities, newsgroups, chat rooms and social networking sites (e.g., Facebook and Instagram) (Goldsmith, 2006; Goldsmith and Horowitz, 2006; Vilpponen et al., 2006).

In addition, Hu and Ha (2015) classified eWOM into the following four classes: 1) specialized eWOM applies to customer reviews posted on comparison-shopping or ranking websites not engaged in the selling of goods, e.g. Epinions.com; 2) affiliated eWOM refers to customer reviews affiliated with retail websites, e.g. customer reviews on Amazon and eBay; 3) social eWOM indicating any information related to brands/products exchanged among the users of social networking sites; and 4) miscellaneous eWOM which includes brand/product information exchanged on other online social media platforms such as blogs and discussion boards. Besides, Customers may publish their views, opinions, and feelings about the products and services online either by e-mailing the company concerned directly or by posting on blogs (Schindler and Bickart, 2005). Message boards, chat rooms, blogs, user input forums and other electronic platforms for customer-generated media have become increasingly important for today's online customers to share views and experiences about companies, products, and services with individuals outside their, family, friends, acquaintances, and colleagues (Dwyer, 2007).

Therefore, eWOM expands the options for consumers to gather information from other customers about products and services. In other words, the online world serves as a creative platform for reliable information gathering. Unlike traditional WOM, because of the unique features of eWOM, eWOM spreads more widely and more rapidly. In particular, eWOM is directed at multiple individuals, is anonymous and is available at any time (Litvin et al., 2008). Consequently, eWOM's potential

impact on the decision-making processes of customers can be more powerful than traditional WOM's influence. Also, the unique features of eWOM communication will leverage the power of positive eWOM to influence the decision-making processes of the customers. Motivates customers to spread positive eWOM may increase visits to customers.

In this study, eWOM is defined as the act of exchanging experiences from tourist attraction through internet-based technology of customer to among consumers. EWOM can be distributed through a variety of online platforms, including discussion forums, instant messaging, online communities, newsgroups, chat rooms, and social networking sites (e.g. Facebook, Twitter, Instagram, and Line).

The Relationship between Customer Experience and Electronic Word of Mouth

Sundaram, Mitra, and Webster's research (1998) indicated that consumption experience and motivation are closely related to the transmission process of WOM. In particular, consumers' underlying motivations to engage in WOM differ depending upon the nature of the consumption experience. In the service industry, word of mouth is one of the most powerful forms of communication. Word of mouth is one of the most powerful forms of communication in the service industry. Consumers seek information and consumers also view word of mouth information as more credible during the information-seeking process because it is the opinion of a third party based on experiences. Previous research has suggested that word of mouth is a result of the emotional responses of customers to consumption experience (Swan and Oliver, 1989).

Moreover, Studies have examined word of mouth both positive and negative as one of the consumer satisfaction/dissatisfaction outcomes following a consumption experience. When consumers received experience favorable service, they showed a strong desire to share positive information about their experiences (Mangold et al., 1999; Swanson and Kelley, 2001). Dick and Basu (1994) concluded that when

customers experience notable emotional experience, they appear to participate more in loyalty behavior such as positive word of mouth. Conform with Boulding et al. (1993) and Reichheld and Sasser (1990) stated that customers that received an excellent and memorable experience from the service provide will form a favorable behavioral intention such as recommending the restaurant to others, spread positive word of mouth. The more customers value the affective aspects of experience, the more likely they will be to have the intention to spread positive word of mouth. This means that hedonic value will influence positive word of mouth. Besides, word of mouth is related to cognitive evaluations of customer experience (Ha and Jang, 2010). Recommendation willingness is also a positive behavioral intention derived from the perceived of experiences (Bowen and Shoemaker, 2003; Ladhari et al., 2008).

In addition, Hosany and Witham (2010) examined the experiences of cruisers by applying the four dimension of consumer experience described by Pine and Gilmore (1998), which studied the relationships between the experiences of cruisers and their intention to recommend them. They found, in the tests, that all four dimensions of cruisers' experiences are important and positively linked to their intention to recommend and recommended that cruise management professionals construct create pleasant and memorable experiences that can inspire stronger passenger behavioral intentions. Tung and Ritchie (2011) stated that a customer experience will boost positive reviews to friends and family etc.

In essence, in terms of interpersonal control, WOM and eWOM have substantial conceptual similarities (Hennig-Thurau et al., 2004); hence, the idea that different motivations for WOM can be generated from different consumption experiences is also relevant when investigating eWOM communication motivations. The effect of eWOM is especially strong in the service industry. Before the customers received consumption experience, intangibles such as services cannot be assessed; thus, purchasing intangible products and services carries with it a higher risk, so consumers are more reliant on the interpersonal impact of eWOM (Jeong and Jang, 2011). eWOM depends on information that is transmitted to customers concerning

businesses, products or services. The customer has posted a review and ranking based on their product or service experience (Davis and Khazanchi, 2008).

Personal communication networks exist when two or more people communicate directly with each other, through different forms: face-to-face, on the phone, through mail or e-mail, or a ' chat ' internet; structured as electronic Word-of-Mouth (eWOM) and Online reviews (electronic recommendations and sharing of experience). Also, WOM has proved to play a significant role for tourists. Tourism destinations and businesses should encourage tourists to tell successful service stories, share their experiences and recommend their destination through online review forums (Sotiriadis and Van Zyl, 2013). As Kim et al. (2015) point out that consumers are more likely to participate in eWOM when consumption experience is considered to be self-significant. A person who has experienced an emotion is regularly likely to communicate with others about the occurrence and to express similar thoughts and feelings. Private experiences are generally followed by the social sharing (Rimé, 2007). Social sharing is a very common result of experiences over the long term (Philippot and Feldman, 2004).

Moreover, Online social media has recently revolutionized communications and hence the marketing of tourism destinations and businesses. The area is developing rapidly, and the challenges and opportunities it presents for the tourism industry are already evident. Electronic word of mouth (eWOM) and online reviews/recommendations are increasingly being used when it comes to tourism services which are highly involved. Similarly, Gnoth (1997) said that emotional reactions to the experience of tourism are important determinants of post-consumption behaviors such as the intention to recommend. This shows that tourists want to share their travel experiences with other people to acknowledge (Sotiriadis and Van Zyl, 2013). It demonstrates that customer experience is positively correlated with electronic word of mouth (eWOM). The following hypotheses are proposed for the relationships between customer experience and electronic word of mouth:

Hypothesis 1: customer experience is positively related to electronic word of mouth.

The Relationship between Educational Experience and Electronic Word of Mouth

Based on the above relationship of customer experience and electronic word of mouth, the researcher proposed the relationship of four dimensions of customer experience and electronic word of mouth as follows.

Radder and Han (2015) showed that educational experience has the largest effect behavioral intentions such as word of mouth. Quadri (2012) stated that education experience have effect on the intention to recommend. Conform with Ali et al. (2014) stated that educational experience has positive effect customer loyalty such as recommend and encourage others to visit destination because recommendations to other people referred to as consumer loyalty in the marketing literature (Breiby and Slåtten, 2018). Baker (2016) indicate that participants are more likely to recommend wineries they find educational experience. The experiential dimensions of learning in consumption experience are positively related to WOM behavior and WOM Intention (Triantafillidou and Siomkos, 2014).

For example, hotels offers guests with some opportunities to increase their knowledge and skills (e.g., massage techniques, cooking lessons, swimming and snorkeling etc.), such experiences are of importance in creating positive behavior. Which regard to educational dimension of customer experience (Oh et al., 2007; Sharma and Rather, 2015). Correspond with, Hosany and Witham (2010) stated that cruising gives tourists plenty of opportunities to increase their knowledge and skills (e.g. onboard lectures, cooking lessons). This experience is important in predicting the intention to recommend. Semrad and Rivera (2018) indicated that if there is creating a memorable of the educational experience for the festival and /or destination, tourists will be recommend to other people through social media. Thus, this research proposes

the following hypothesis for the relationships between educational experience and electronic word of mouth:

Hypothesis 1a: Educational experience is positively related to electronic word of mouth.

The Relationship between Entertainment Experience and Electronic Word of Mouth

Entertainment experience involve observation of performances, which lead to positive consumer responses (Pine and Gilmore, 1998). Entertainment experience is the essential customer experience dimension in determining tourists' word of mouth intention (Radder and Han, 2015). Entertainment experience was a significant predictor of intent to recommend (Baker, 2016). Entertainment was linked with satisfaction. Satisfaction has the ability to influence tourists' word of mouth (Kanagasapathy, 2017). Hosany and Witham (2010) also concluded that entertainment dimensions of the customer experience were the best predictors of many outcomes such as memory, arousal, overall perceived quality, satisfaction and intention to recommend. The effect of the entertainment experience on patronage intention, which was linked to recommending to friends and relatives (Jeong, 2007).

Additionally, Amoah et al. (2016) showed that entertainment is a factor that affects the creation of the value experience, which is linked to the behavioral intentions, which behavioral intentions refer to disseminating positive information about an destination to family and friends (Othman et al., 2013; Wu, 2015). (Chen and Chen, 2010) and Ha and Jang (2010) have found that entertainment experience encourages positive behavioral intentions. Positive behavioral intentions, such as returning to a guesthouse and disseminating positive word of mouth information. For cruisers, entertainment experience was a statistically significant predictor of satisfaction and intention to recommend (Hosany and Witham, 2010). Semrad and Rivera (2018) stated that entertainment experience that can create memories for

tourists will affect the recommendation of attractions to other people via online. Thus, this research proposes the following hypothesis for the relationships between entertainment experience and electronic word of mouth:

Hypothesis 1b: Entertainment experience is positively related to electronic word of mouth.

The Relationship between Esthetic Experience and Electronic Word of Mouth

Esthetic experience has a significant positive impact on destination loyalty motivation, such as the intention to recommend, revisit intention (Quadri-Felitti and Fiore, 2013). Esthetic experience seems to be a core attraction of tourism, the esthetic dimension of which has had a stronger effect on satisfaction in deciding destination loyalty (i.e. intention to recommend, revisit intention) (Alegre and Cladera, 2009; Chi and Qu, 2008; Yoon and Uysal, 2005). Aesthetic experiential qualities were significant for the tourists' satisfaction with the tourist route, and that overall satisfaction in turn was a positive key factor to increase tourist loyalty for word of mouth (Breiby and Slåtten, 2015). Esthetic experience important for increasing intent to recommend (Baker, 2016). Esthetic experience on patronage intention, which related to willingness to recommend (Jeong, 2007). In the cruising study by Hosany and Witham (2010) defined that the esthetic experience was the largest predictor among the 4Es for intention to recommend.

In addition, Esthetics means being indulged in ambiances. The esthetic nature and ambiance of a physical environment attract clients and directly affects levels of customer satisfaction contributing to constructive positive behavioral intentions such as word of mouth (Han and Ryu, 2009). The physical environment plays a significant role in determining the behaviors of travelers and attitudes and willingness to recommend (Bonn et al., 2007). Bonn et al. (2007) noted in this regard that the physical environment of heritage attractions plays an important role in determining the attitudes of tourists, future patronage intentions, and willingness to recommend. Ryu

and Jang (2008) have indicated that environmental factors directly affect the willingness to recommend in a study examining the effects of the physical environment of a restaurant. Besides, Jang and Namkung (2009) proposed the extended Mehrabian-Russell (MR) model by incorporating the direct link between atmospheric and behavioral intentions. Based on this empirical evidence, it was proposed that perception of atmospherics has a positive influence on behavioral intentions (refer to positive word of mouth, and willingness to recommend).

Semrad and Rivera (2018) stated that esthetics experience is adequate for creating a memorable for tourists, then the likelihood of tourists promoting the experience from the festival and/or destination on social networking sites seems significant. Several empirical studies have found that esthetics experience have directly influenced the willingness of customers to recommend to others and willingness to say positive words to others. Thus, this research proposes the following hypothesis for the relationships between esthetic experience and electronic word of mouth:

Hypothesis 1c: Esthetic experience is positively related to electronic word of mouth.

The Relationship between Escapist Experience and Electronic Word of Mouth

According to Baker (2016) indicated that escapist experience effect on intent to recommend. Escapist experience have a significant positive effect on intention to recommend (Quadri, 2012). Escapism dimension have positive effects on emotional arousal. And also, it was determined that the tourists' emotional arousal effect on the post-experience behavior (willingness to recommend) (Güzel, 2014). Research by Sotiriadis (2017) noted that the escapist dimension seemed to be the dominant determinant of the experiential outcomes such as word of mouth and escapist dimension positively influence satisfaction, which satisfied customers are willing to share this experience with friends and relatives and recommend (off and online

reviews) the provider of nature-based tourism services. Escapism dimension as important antecedents of consumer engagement, which related to providing new information about service provide to other people, saying positive things about service provide to other people, recommending about the brand (Hall-Phillips et al., 2016).

Amoah et al. (2016) showed that escapist experience affects the experience value which results in behavioral intentions. By behavioral intentions refers to recommending positive information about an organization to family and friends (Othman et al., 2013; Wu, 2015). Correspond with, Chen and Chen (2010) and Ha and Jang (2010) found that escapist experience effect on positive behavioral intentions. Positive behavioral intentions, such as returning to a guesthouse and disseminating positive word of mouth information. Semrad and Rivera (2018) indicated that if there is creating a memorable of the educational experience for the festival and / or destination, tourists will be recommended to other people through social media or electronic word of mouth. Thus, this research proposes the following hypothesis for the relationships between escapist experience and electronic word of mouth:

Hypothesis 1d: Escapist experience is positively related to electronic word of mouth.

Revisit Intension

Revisit intention has been recognized as one of the essential factors for business survival and growth in the tourism industry. According to Gronholdt et al. (2000) and Baker and Crompton (2000), revisit intention has been described as the willingness of tourists to revisit a destination and also think that this behavior is an expression of customer loyalty, similar to the willingness to buy a certain product again. Kozak (2001) claimed that revisit intention is an actual action in response to certain behaviors that generally refers to the tourist's willingness to visit a certain destination or other destinations in the same country Revisit intention is defined as the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior (Warshaw and Davis, 1985). In addition, revisit

intention means the possibility that tourists will return to their destination in the future (Qu, 2017). Tsai and Huang (2007) defined that revisit intention as the judgment of the visitor regarding the likeliness of revisiting the same destination. For example, tourists in their vacation, if the tour services or destination performances satisfied tourists' various needs such as relaxation or enjoyment, they might revisit the same destination and participate in the same activities.

In previous studies, intention is defined as a stated likelihood to engage in a behavior (Richard L. Oliver, 1997) or a buyer's forecast of which brand people will buy. As Fishbein and Ajzen (1975) pointed out, the intention is the subjective likelihood of the person is performing a particular behavior. Intention is subjective decisions on how an individual should behave in the future and typically serves as a dependent variable in many of service research and satisfaction models (Boulding et al., 1993; Soderlund and Ohman, 2003). The revisiting intentions of tourists may be seen as the anticipated future travel behavior of an individual. In other words, possessing a better predictive technique and explaining the revisit intentions of tourists may help understand their future behavior (Ajzen and Driver, 1992).

The definition of revisit intention is derived from behavioral intentions. Oliver (1997) defines behavioral intentions as an affirmed likelihood to engage in a certain behavior. The behavioral intention is a visitor's intention to revisit the site within a year and his intention to return to the destination regularly (Baker and Crompton, 2000). Crosno et al. (2009) defined behavioral intentions like repurchasing a stated likelihood of engaging in a behavior in this way. Behavioral intentions can be defined as the willingness expressed to participate in future repeated patronage (Ryu et al., 2010). Revisit intentions are considered a stated probability of revisiting the restaurant in both the absence and existence of a positive attitude towards the service provider (Han et al., 2009). Furthermore, the study by Teng and Kuo (2011) defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information for a service provide.

Revisit intention as an important concept in the marketing of destinations to forecast the potential behaviors of travelers, has enjoyed a growing attention in travel research. Revisit intention is a cognitive condition representing a traveler's plan to return to a destination over a projected time span (Hu, 2003). In the Vacation Tourist Behavior Model proposed by Moutinho (1987), repeat intention was termed as repeat buying probability, which was postulated to be the antecedent of subsequent travel behavior to a destination or tourist service. For travel loyalty researchers, revisit intention is an important dimension in measuring behavioral loyalty (Jacoby and Chestnut, 1978). Thus, this research defines that revisit intention as a stated likelihood of tourists' willingness to revisit a destination again.

The Relationship between Customer Experience and Revisit Intention

Exploring tourists' revisit intentions is one of the main focuses in current tourism literature (Lam and Hsu, 2006). Revisit intention originates from an earlier cognition of travel experience by individual tourists (Guest, 1995), and whether the tourists would like to return to the recreation area again willingly (Baker and Crompton, 2000). The more experience and positive comments accumulated on the recreation area, the higher revisit intention of tourists on the recreation area, however, tourism industry operation and management and knowledge of the needs of tourists are important for tourists to have a revisit out of satisfaction with the recreation area (Kozak and Rimmington, 2000). Reichheld and Sasser (1990) argued that a memorable experience was designed to attract tourists to visit their destination again. Correspond with Tung and Ritchie (2011) reported that a hedonic and entertainment experience of customer which can improve positive behaviors such as revisits intention. By tourists' positive memorable experiences has to influence on revisiting a destination.

Furthermore, prior studies suggest that the experience of a visitors has a direct relationship with revisit intentions (Cole and Chancellor, 2009; Hsu and Crotts, 2006). The result found that tourists' experiences and their revisit intentions are

positively related. In other words, it is assumed that the tourists' intentions to revisit affect their positive evaluations of the experience (Um et al., 2006). As Petrick et al. (2001) have found out, if people are satisfied during activity and have a positive experience, then they are more likely to revisit. Weed (2005) found out that participants at sporting events who enjoy their sporting tourism experience will possibly repeat the experience in the future. Lee et al., (2005) found that individuals with a favorable destination image will favorably view their on-site interactions, which may result in a higher level of satisfaction and behavioral intentions to revisit the site.

Chang et al. (2014) reported that the on-site tourism experience was the most important antecedent of revisit intention to creative tourism. The finding of the link between experience and revisit intentions to creative tourism attractions is consistent with that of past research (Gnoth, 1997; Hosany and Witham, 2010; Hsu and Crotts, 2006), in that positive tourism experiences are important determinants of post-trip tourism behavior influencing future behavior as revisit intentions. Besides, Customers who have obtained an excellent and memorable experience from the service provide will shape a favorable behavioral intention which become a loyal customer will ultimately lead to a revisit intention (Boulding et al., 1993; Reichheld and Sasser, 1990). Radder and Han (2015) further revealed that edutainment (the experience between education and entertainment) is the most important experience dimension in determining tourists' revisit intention at South African heritage museums. Quadri (2012) Quadri found that esthetic and escapism experience are important to revisit intention in a wine trail setting. The analysis of the literature review indicates that if the tourists have a good experience, they will be revisit intention of the traveler again. The following hypotheses are proposed for the relationships between customer experience and revisit intention:

Hypothesis 2: customer experience is positively related to revisit intention.

The Relationship between Educational Experience and Revisit Intention

Based on the above relationship of customer experience and commitment, the researcher proposed the relationship of four dimensions of customer experience and revisit intention as follows.

Radder and Han (2015) have shown that educational experience has the greatest effect of behavioral expectations such as word of mouth and revisit intention. The educational experience is a statistically significant indicator of intent to return (Baker, 2016). Qu (2017) found that a positive significant relationship between the educational experience and revisit intention. For example, hotels offer some opportunities for the guests to increase their knowledge and skills (e.g., massage techniques, cooking lessons, swimming and snorkeling etc.), such experiences are of importance with positive behavior. Which regard to educational dimension of customer experience (Oh et al., 2007; Sharma and Rather, 2015). Educational experience directly improves customers' perceived experiential value, which increases patronage intentions (Sadachar and Fiore, 2018).

In addition, the educational experience is correlated with strong emotions to promote the desire to learn new things (e.g. Anderson and Shimizu, 2007; Ballantyne et al., 2011). While the positive emotional state of activation contributes to creating memories. A positive destination memory increases the chances of repeating visits (e.g. Dolcos and Cabeza, 2002; Martin, 2010). Thus, this research proposes the following hypothesis for the relationships between educational experience and revisit intention:

Hypothesis 2a: Educational experience is positively related to revisit intention.

The Relationship between Entertainment Experience and Revisit intention

Entertainment experience involve observation of performances, which lead to positive consumer responses (Pine and Gilmore, 1998). Entertainment experience is the important experience realm in determining visitors' revisit intention (Radder and Han, 2015). Entertainment experience on patronage intention, which related to willingness to revisit of consumers (Jeong, 2007). Entertainment have a significant impact on revisit intention (Qu, 2017). Manthiou et al. (2014) showed that loyal of visitors, namely intend and want to visit in future are affected by entertainment dimension. Consumers prefer to visit a mall because it offers entertainment experience (Anuradha and Manohar, 2011; Naidu and Naidu, 2016). Entertainment was linked with satisfaction. Satisfaction has the ability to influence tourists' revisit decision (Kanagasapathy, 2017). Entertainment experience may contribute to the positive emotional that increase higher probability of patronage (Eastlick et al., 1998). Entertainment experience had the largest impact on the experiential value. Whereas experiential value positively influenced patronage intentions (revisit intention) (Sadachar and Fiore, 2018). Similarity, Lotz et al. (2010) stated that greater participation in entertainment activities will be positively related to stronger future patronage intentions toward the mall (intention to return to mall in future) and mediate the relationship between mood and future patronage intention.

Additionally, Amoah et al. (2016) showed that entertainment is a factor that affects the creation of the value experience, which behavioral intentions refers to the possibility of a customer returning to a company whose services they have used (Othman et al., 2013; Wu, 2015). Chen and Chen (2010) and Ha and Jang (2010) have found that experience value such as entertainment encourages positive behavioral intentions, an integration of the experience value construct might influence positive behavioral intentions. Positive behavioral intentions, such as returning to a guesthouse. In addition, entertainment experience relates to enjoying watching what others are doing are associated with strong emotions (e.g., Anderson and Shimizu, 2007;

Ballantyne et al., 2011). While the positive emotional state of activation contributes to creating memories. A positive destination memory increases the likelihood of repeating visits (e.g., Dolcos and Cabeza, 2002; Martin, 2010). Thus, this research proposes the following hypothesis for the relationships between entertainment experience and revisit intention:

Hypothesis 2b: Entertainment experience is positively related to revisit intention.

The Relationship between Esthetic Experience and Revisit Intention

Esthetic experience had strong effect in predicting the loyalty intention such as revisit intention (Quadri-Felitti and Fiore, 2013). Esthetic experience is an important factor in attracting tourists, which esthetic dimension was stronger affect satisfaction in determining destination loyalty such as revisit intention. Previous studies about tourism have pointed to satisfaction's significant role in generating the future intentions (e.g. Alegre and Cladera, 2009; Chi and Qu, 2008; Yoon and Uysal, 2005). Esthetic experience positive effect on intent to return (Baker, 2016). Physical environment which is an esthetic experience has a significant impact on intention to revisit (Ali and Omar, 2014). Physical environment plays an important role in determining visitors' future patronage intentions (Bonn et al., 2007). Earlier research (e.g. Wright et al., 2006) has illustrated that the environment positively influences behaviors of patrons, which means the likelihood that customers returning to visit again. Similarly, Ali and Omar (2014) stated that physical environment has a significant effect on intentions to revisit. Jang and Namkung (2009) extended Mehrabian-Russell (MR) model by recommendation the direct linkage between atmospherics and behavioral intentions. Found on this empirical evidence was suggested that perception of atmosphere has a positive influence on behavioral intentions behavioral intentions refer to revisit intention.

Moreover, Quadri (2012) confirmed that esthetic experience has a significant positive effect on intention to return. Esthetic experience on patronage intention,

which related to willingness to revisit (Jeong, 2007). Esthetic experience has a significant in predicting revisit intention (Qu, 2017). Manthiou et al. (2014) indicated that esthetic dimension has a positive impact on loyalty (i.e. intention and likelihood of visitors to visit in the future). Aesthetic experiential qualities were a positive key factor to increase tourist loyalty for intention to revisit the tourist destination in the future and intention to visit similar destination (Breiby and Slåtten, 2018). Tourism research has been acknowledged that esthetic experience influence satisfaction, contributing to loyalty of tourists such as revisit intention towards a destination (Breiby and Slåtten, 2018). In conclusion, several studies identified that esthetic experience in the service setting influence customer's revisit intention. Thus, this research proposes the following hypothesis for the relationships between esthetic experience and revisit intention:

Hypothesis 2c: Esthetic experience is positively related to revisit intention.

The Relationship between Escapist Experience and Revisit Intention

Escapist experience has positively effect on behavioral intention such as revisit intention. By escapist experience as a key construct in predicting future revisit intention (Park et al., 2010). Escapist experience has a significant positive effect on intention to return (Quadri, 2012). Escapism experience were significant to predict revisit intention to a theme park (Qu, 2017). Escapist experience contributed to experiential value. Whereas experiential value positively influenced patronage intentions or revisit intention (Sadachar and Fiore, 2018). The escapist dimension was the dominant factor of the perceived quality, satisfaction and predicting customer loyalty such as intention to repurchase (Sotiriadis, 2017).

In addition, escapist experience relates to the possibility to escape from daily life are associated with positive emotions (e.g. Anderson and Shimizu, 2007; Ballantyne et al., 2011). While the positive emotional state contributes to creating memories. A positive memory on tourist attraction increases the likelihood of

repeating visits (e.g. Dolcos and Cabeza, 2002; Martin, 2010). Thus, this research proposes the following hypothesis for the relationships between escapist experience and revisit intention:

Hypothesis 2d: Escapist experience is positively related to revisit intention.

The Relationship between Electronic Word of Mouth and Revisit Intention

Word of mouth (WOM) provides important information to consumers about a product or service and often helps them to make a decision whether or not to purchase a product/service or patronize a firm. Buttle (1998) shown that word of mouth has influence on awareness, expectations, perceptions, attitudes, behavioral intentions and behavior. Word of mouth is more important when purchasing services rather than goods. For example, Consumers who want to purchase services are more likely to seek information from friends, family, and colleague rather than from other sources (Buttle, 1998; Murray, 1991). Word of mouth has been identified as a primary source of informational influence in consumer repurchase decision making (Kitapci et al., 2014). Agree with Maxham (2001) stated that word of mouth will have a significant influence on consumers' decision making. Kubickova et al. (2014) concluded that word of mouth will have influence on behavior intentions, specifically on intentions to repurchase and revisit. The result found that word of mouth positively affects revisit intentions.

The study of Park et al. (2007) found that there was a positive relationship between quality of electronic word of mouth (eWOM) message and a customer purchasing intention. The impact of eWOM on purchasing intention widely discussed in many literatures (e.g. Chevalier and Mayzlin, 2006; Godes and Mayzlin, 2004; Häubl and Trifts, 2000; Hu et al., 2008; Liu, 2006; Park et al., 2007; Prendergast et al., 2010; Trusov et al., 2009; Wen, 2009; Zhang et al., 2013). Matute et al. (2016) showed that electronic word of mouth has a positive direct effect on consumers' repurchase

intention. Abubakar et al. (2017) argues that eWOM has a significant impact on the intention to revisit in the medical tourism context.

The empirical evidence in hotel and travel industry suggested that eWOM can influence tourists travel and/or revisit intention (e.g. Arsal et al., 2008; Filieri and McLeay, 2014; Sparks and Browning, 2011; Vermeulen and Seegers, 2009; Ye et al., 2009). In addition, Damayanti et al. (2017) studied the effects of eWOM towards the tourists' interest in visiting tourist destinations. The study indicated that the importance of eWOM as a source of essential information for travel planning, the result found that eWOM had a positive influence on future behavioral intention as revisit intention. In summary, electronic word of mouth generated by tourists regarding travel destinations, restaurants, hotels, and other tourism service organizations has become an increasingly important source of information for tourists in their decision-making process as well as in their repeat visit decision-making process (Pan et al., 2007). The following hypotheses are proposed for the relationships between electronic word of mouth and revisit intention:

Hypothesis 3: electronic word of mouth is positively related to revisit intention.

Commitment

Definition of Commitment

Drawing on the conceptualizations of commitment in social exchange (Cook and Emerson, 1978), marriage (Thompson and Spanier, 1983), and organizations (Meyer and Allen, 1984). Commitment is commonly seen as an essential outcome of good relationship interactions and is regarded as critical for long-term relationships (Dwyer et al., 1987).

Correspond with Hennig-Thurau et al. (2002) reported that commitment is recognized as an essential component of long-term productive relationships. Relationship engagement reflects the positive attitude of consumers towards the business relationship, and motivation to maintain the relationship (Morgan and Hunt, 1994). According to Morgan and Hunt (1994) stated that commitment as an exchange partner believing that an ongoing relationship with another is so vital as to warrant maximum efforts at maintaining it; that is, the committed

party believes that the relationship is worth working on to ensure that it endures indefinitely. Which meaning almost exactly matches that described commitment established by Moorman et al. (1992) as an enduring desire to maintain a valued relationship. The above shows that valued relationship is relationship commitment exists only when the relationship is considered important as well as enduring desire to maintain as a committed partner wishes the relationship to be permanent and is willing to work at maintaining the relationship.

Moreover, Odekerken-Schröder et al. (2003) have described relationship commitment as the persistent desire of a customer to continue a relationship with a firm accompanied by a willingness to make efforts to maintain relationships (cf. Morgan and Hunt, 1994). Notice that the term implies the existence and continuity over time of the desire to continue a relationship as well as the willingness to make efforts aimed at maintaining that relationship (Macintosh and Lockshin, 1997). Hennig-Thurau and Klee (1997) described the commitment as the long-term continuing orientation of a customer towards a relationship based both on an emotional bond with the relationship (affective aspect) and on the conviction that remaining in the relationship would yield greater net benefits than terminating relationship (cognitive aspect). When there is both a rational bond (net benefits) and an affective bond (emotional tie) to the relationship, a high level of commitment is provided.

Commitment is also one of the key elements for understanding the strength of marketing relationship quality and measuring the likelihood of customer loyalty. In the past decades, marketing scholars have conceptualized commitment to be an attachment between two parties that contributes to a desire to maintain a relationship that is sometimes described as a 'Pledge of Continuity' between customer and companies (Lee et al., 2007). Commitment with customers as the key to producing positive results for themselves, and they are trying to develop and maintain this valuable quality in their relationships. Accordingly, the researchers theorize that commitment is fundamental to all relational exchanges between the company and various customers. Most researchers find Commitment is the most important variable theorized as necessary for creating, building and maintaining relationships

(Geyskens et al., 1998; Morgan and Hunt, 1994). Bennett (1996) argued that the strength of a buyer's commitment depends on his perceptions of efforts made by the seller. To this end the underlying motivation for relationship commitment is important in order better to understand, evaluate and forecast ongoing performance of relationships (Gounaris, 2005). In this research, commitment can be defined as a customer's enduring desire to continue a relationship with a service provide accompanied by his willingness to make efforts at maintaining relationship.

Dimension of Commitment

In addition to the definition of commitment, there are researchers who classify the dimension of commitment as the first composed of three dimensions namely; affective commitment refers to the emotional attachment of employees, identification with, and involvement in, the organization. Continuance commitment refers to commitment based on the costs that employees associate with leaving the organization. Finally, normative commitment refers to employees' feelings of obligation to remain with the organization (Allen and Meyer, 1990). Consistent with Fullerton (2005) stated that commitment has been viewed as a multidimensional construct in marketing research. Different types of commitment have been identified in studies of relationships in business marketing contexts (Sharma et al., 2006). All of these commitment elements contribute to psychological states, and they derive from different motivations to maintain a relationship (Geyskens et al., 1996). The three components of commitment are: affective (attachment due to liking and identification), calculative or continuance (attachment due to switching costs based) and normative or moral (attachment due to felt obligations). The researcher describes each dimension as follows

Affective commitment

The affective commitment has a long tradition in the relationship marketing literature (Gundlach et al., 1995; Kumar et al., 1995; Morgan and Hunt, 1994). Intention to maintain and strengthen the relationship is built on the basis of affective commitment (e.g.

De Ruyter et al., 2001; Kumar et al., 1994; Rauyruen and Miller, 2007; Wetzels et al., 1998). For example, Morgan and Hunt (1994) operationalized relationship commitment as affective commitment by substantially borrowing their measure of the construct from the Allen and Meyer (1990) affective commitment scale. Achrol (1996) argued that people are forming an affective attachment to the organizations they feel belonging to. The definition of affective commitment suggested by marketing researchers is almost similar to the concept of affective commitment in the literature on organizational behavior (Allen and Meyer, 1990; O'Reilly and Chatman, 1986). Besides, in the marketing field, the essence of the affective commitment has been well examined. The creation of social bonds between the consumer and the company with which the customer does business has been argued as an important stage in the development of commitment in marketing relationships (Berry, 1995). Affective commitment in marketing relationships has been described as a complex mixture of attitude loyalty, involvement and attachment (Gundlach et al., 1995).

Affective commitment is defined as an emotional attachment that a customer develops toward a service provider that expresses their psychological closeness to that provider (Garbarino and Johnson, 1999; Johnson et al., 2006). It indicates a desire to remain with an exchange partner due to a sense of identification, belongingness, liking, involvement, and trust (Bendapudi and Berry, 1997; Fullerton, 2003; Morgan and Hunt, 1994; Pritchard et al., 1999). Bendapudi and Berry (1997) concluded that a marketing relationship is built on affective commitment and that consumers maintain a relationship because they identify with and like the company, they are doing business with. Affective commitment represents the emotional attachment to the object of commitment (Allen and Meyer, 1990). It is the power that connects consumers to the product out of desire, consumers' liking and positive feelings (Fullerton, 2003; Gruen et al., 2000; Hansen et al., 2003). Moreover, Affective commitment means that customers want to remain in the relationship because they like their company, enjoy participation and feel a sense of loyalty and belonging (Bansal et al., 2004; Geyskens et al., 1996; Kumar et al., 1994). Affective commitment reflects the desire to continue a relationship because of a psychological attachment, kinship or bond (Richard et al., 2007). Affective commitment is driven by a

common sense of positive regard for, and attachment to, the brand or company and a desire to continue the relationship because he or she likes the brand or company and enjoys the relationship (Buchanan, 1974; Konovsky and Cropanzano, 1991). Even affective commitment acts as a psychological or emotional obstacle to switching (Johnson et al., 2001).

Besides, the degree to which a customer wants to maintain a relationship with a service provider on the basis of its affective attachment and identification with the service provider is the extent of affective commitment (Amine, 1998). Affective commitment represents an emotional attachment and ties the customer to the brand of service, representing the psychological brand of a person. A number of studies in recent years have investigated the relationship between affective commitment and loyalty to advocacy (e.g. Fullerton, 2003; Garbarino and Johnson, 1999; Morgan and Hunt, 1994) and loyalty to repurchase (Fullerton, 2005; Harrison-Walker, 2001). Affective commitment is a hotter or more emotional, element that grows through the degree of reciprocity or personal involvement a consumer has with a firm resulting in a higher level of trust and commitment (Garbarino and Johnson 1999; Morgan and Hunt 1994). Affective commitment is characterized as the relative strength of identification and affiliation with the service provider and involvement in the service relationship (Crosby et al., 1990; Garbarino and Johnson, 1999; Wulf et al., 2001). The affective commitment has also been described as tendency to continue stable long-term transactions through the use of social ties and familiar relationships with partners (Geyskens, et al., 1996).

Affective commitment is an indicator of how much consumers like to maintain their relationship with the company. A general positive feeling towards the exchange partner is based on an affective commitment (De Ruyter et al., 2001). Affective commitment involves a desire to develop and improve a relationship with another person or community because of the familiarity, friendship, and personal trust built up over time through interpersonal interaction (Čater and Čater, 2010). Fullerton (2003) suggested that when consumers identify and attach themselves to their relationship partners there is affective commitment. Affective commitment or the relative strength of the customer's identity and

affiliation with the service provider and involvement in the service relationship (Garbarino and Johnson, 1999) Affective commitment has its origins in identification, shared values, attachment, and trust (Fullerton, 2003; Gilliland and Bello, 2002; Morgan and Hunt, 1994). Therefore, if consumers willingly express their emotional feelings towards that firm, they are affectively committed to a company.

In addition, emotionally committed to the seller represents affective commitment (Garbarino and Johnson, 1999; Morgan and Hunt, 1994; Sharma and Patterson, 2000) and assumes the seller is the best alternative (Wong and Sohal, 2002). Affective commitment is considered essential in the development and maintenance of mutually beneficial relationships between partners (Kumar et al., 1995). One type of psychological attachment is affective commitment (Bansal et al, 2004; Fullerton, 2003). It helps people to maintain a relationship that is based on positive attitude, affect, emotion and perception. In other words, affective commitment shows a person stays in a relationship because he/she has a positive attitude toward the brand.

Continuance commitment

Calculative commitment –also known as continuance commitment–benefits from an accumulation of side bets that would be lost if the relationship were discontinued (Meyer and Allen, 1991). Continuance commitment is rooted in side-bets (Becker, 1960), switching costs (Gilliland and Bello, 2002), contractual arrangements (Anderson and Weitz, 1992) and a lack of alternatives (Allen and Meyer, 1990). A party is likely to be committed to a relationship if it faces concrete switching costs or if the benefits that it receives from its partner are not easily replaceable from other potential exchange partners (Bendapudi and Berry, 1997; Dwyer et al., 1987; Gundlach, et al., 1995). Continuance commitment refers to an awareness of the costs associated with leaving the service provider (Geyskens et al., 1996; Verhoef et al., 2002). Besides, the perceived costs may be monetary or non-monetary (time, effort, risk-taking, etc.). Continuance commitment reflects the switching costs calculation (N'Goala, 2007). Continuance commitment is a psychological state brought

about by a perceived lack of choice or switching costs (Fullerton, 2003). Building a marketing relationship on continuance commitment, consumers remain loyal to their relationship partner because they feel bound to that relationship partner (Fullerton, 2003).

Furthermore, continuance commitment is described as the perceived cost associated with leaving the organization (Meyer et al., 1993). Continuance commitment is considering the costs that would result in terms of benefit. The cost recognition of consumers is measured based on both switching costs and other alternatives available (e.g. Allen and Meyer, 1990; Garbarino and Johnson, 1999; Gruen et al., 2000; Gustafsson et al., 2005). Continuance commitment is the extent to which consumers feel the need to maintain a relationship due to significant anticipated switching costs or a lack of alternatives (Kumar, Hibbard, and Stern 1994; Geyskens et al. 1996; Bansal et al. 2004). Continuance commitment is purely based on a cost-benefit analysis, separate and distinct from the context of the relationships. This form of commitment manifests itself in the perceived need to maintain the relationship, because of the estimated investment and/or termination costs of leaving the relationship (Richard et al., 2007). Also, Fullerton (2003) describes continuance commitment as the extent to which the perceived switching costs involve the need to maintain a relationship. Similarly, Bendapudi and Berry (1997) claimed that continuance commitment is the intention to continue the relationship, given high-switching costs and scarcity of alternatives.

Moreover, Continuance commitment is a constraint-based force that binding the consumer with the service provider and arises from a cognitive assessment of the instrumental value of continuing with the organization (Bansal et al., 2004). Continued commitment is instrumental, based on the more rational and economical aspects of the relationship (Johnson et al., 2001). It results from an estimation of costs and benefits, which is detached from the context of the relationship itself (Allen and Meyer, 1990). Continuance commitment is a form of motivation that is negatively, refers to the motivation of a consumer to maintain the relationship because it cannot easily replace their current partner and because it cannot gain the same benefits and outcomes outside their current relationship

(De Ruyter et al. 2001). In addition, continuance commitment is more related to side bets, swapping costs and lack of alternatives (Izogo, 2017). It develops through a cognitive evaluation of the obtains and losses that would be created by terminating the transaction relationship (Geyskens et al., 1996). Therefore, continuance commitment is a cognitive evaluation of the benefits and disadvantages resulting from a comparative assessment of competitive marketing deals and typical considerations of the effects of relationship termination (Izogo, 2017). Continuance commitment or awareness of the costs of quitting the service provider (Geyskens et al., 1996; Verhoef et al., 2002).

Continuance commitment is rooted in the switching cost of economic and psychological and lack of alternatives (Bansal et al., 2004; Fullerton, 2003; Gruen et al., 2000; Harrison-Walker, 2001). Besides, Burnham et al. (2003) studied empirical and theoretical research and developed a switching cost typology defining three forms of switching costs: first, procedural switching costs, which primarily involved loss of time and effort; second, financial switching costs involved loss of financially quantifiable resources; and third, relational switching costs that involved psychological or emotional discomfort due to the loss of identity and relationship termination. Moreover, continuance commitment in this research is attitudinal components that include switching cost concepts, along with the psychological state of feelings of being stuck in or trapped in a relationship, such as those felt by customers who have signed contracts with a service provider and wish to leave but are unable to leave due to financial penalties and/or loss of benefits levied when moving to another service provider. Continuance commitment is the willingness of the customer to remain in the relationship when the switching costs are high or when the consumer perceives that there are few other viable alternatives. In such situations, the customer not only continues the long-term relationship with the brand or the firm but also establishes an emotional attachment (Dowling and Uncles, 1997). Thus, consumers may remain in a relationship simply because they have no reason to reconsider the relationship or to active measures in pursuit of alternatives relationships. The high perceived switching costs could also be another reason for continuing the relationship. Past research indicates that high costs

are a major factor in a long-term relationship to remain (Burnham et al., 2003; Jones et al., 2002).

Besides, in cognitive terms, a continuance commitment was described as a decision binding a customer to a particular behavioral disposition (Pritchard et al., 1999). Continuance commitment occurs where the customer faces significant switching costs, relational dependency, and a lack of choice (Evanschitzky et al., 2006; Fullerton, 2003). It also happens in situations where the perceived benefits obtained by the consumer are not easily replaced by an alternative trading partner (Fullerton, 2003). Under this restriction, despite the customer satisfaction level, calculative committed customers remain loyal due to perceived risk and perceived switching costs (Evanschitzky et al., 2006; Fullerton, 2003; Hansen et al., 2003; Hess and Story, 2005). Therefore, this commitment is strongly linked to rational, cost-benefit evaluations of the utility that a service provides, as opposed to feelings of shared values and affiliation (Wetzels et al., 1998). Continuous commitment is based on cost-based calculations and contributes to the need to remain in the long-term relationship when there are no other choices or when the risk of costs of switching to other alternatives is too high (Anderson and Weitz, 1992, Meyer et al, 1993). De Ruyter et al. (2001) pointed out that since continuance commitment is focused on cost-benefit considerations, it has been shown that there is a positive relationship between perceived switching costs and risks on the one hand and the continuance dimension of commitment on the other.

Normative commitment

Normative commitment is due to moral imperatives to continue the relationship (Kumar et al., 1994). Hackett et al. (1994) suggest that this attitude arises based on the internalizing of normative pressures that arise before or after the relationship is entered. Individual who act morally believe they should act in certain way because of their responsibility or obligation (Čater and Čater, 2010). Normative commitment relates to the employees' feelings of obligation to remain with the organization. Such feelings of obligation stem from a process of internalization of normative pressure, either before or after association with an organization (Allen and Meyer, 1990). Normative commitment

means consumers remain in the relationships because they believe they should, it's the right thing to do (Kumar et al. 1994; Geyskens et al. 1996; Bansal et al. 2004).

Furthermore, normative commitment represents a force that binds clients from a sense of moral obligation (Allen and Meyer 1990; Gruen et al., 2000; Meyer and Herscovitch 2001). The more they feel obliged to continue the relationship, the more moral loyalty applies to the client (Cater and Zabkar, 2009). Taking into account the theory of reasoned action, the concept of normative commitment can be the product of two fundamental determinants, one as a function of inner conviction and personal nature and the other representing the effect of external social pressure from colleagues, friends or family (Ajzen and Fishbein, 1970).

Besides, the notion that components of normative commitment are important in explaining a side of psychological attachment which differs from a sense of desire and perceived cost. Normative commitment has been well developed in the areas of organizational behavior (e.g., Meyer and Allen 1991; Wiener 1982) and is believed to be related to turnover intentions (e.g. Chang et al., 2007; Herscovitch and Meyer, 2002; Meyer and Allen 1991) and desirable work behavior (e.g., performance, attendance, citizenship) (Allen and Meyer 1990; Herscovitch and Meyer 2002). Except for examination of membership behaviors in professional associations, normative commitment has received much less attention in marketing (Bansal et al., 2004; Gruen et al., 2000). In addition, the researcher summarizes dimension of commitment to better understand the concept of commitment as shown in table 3.

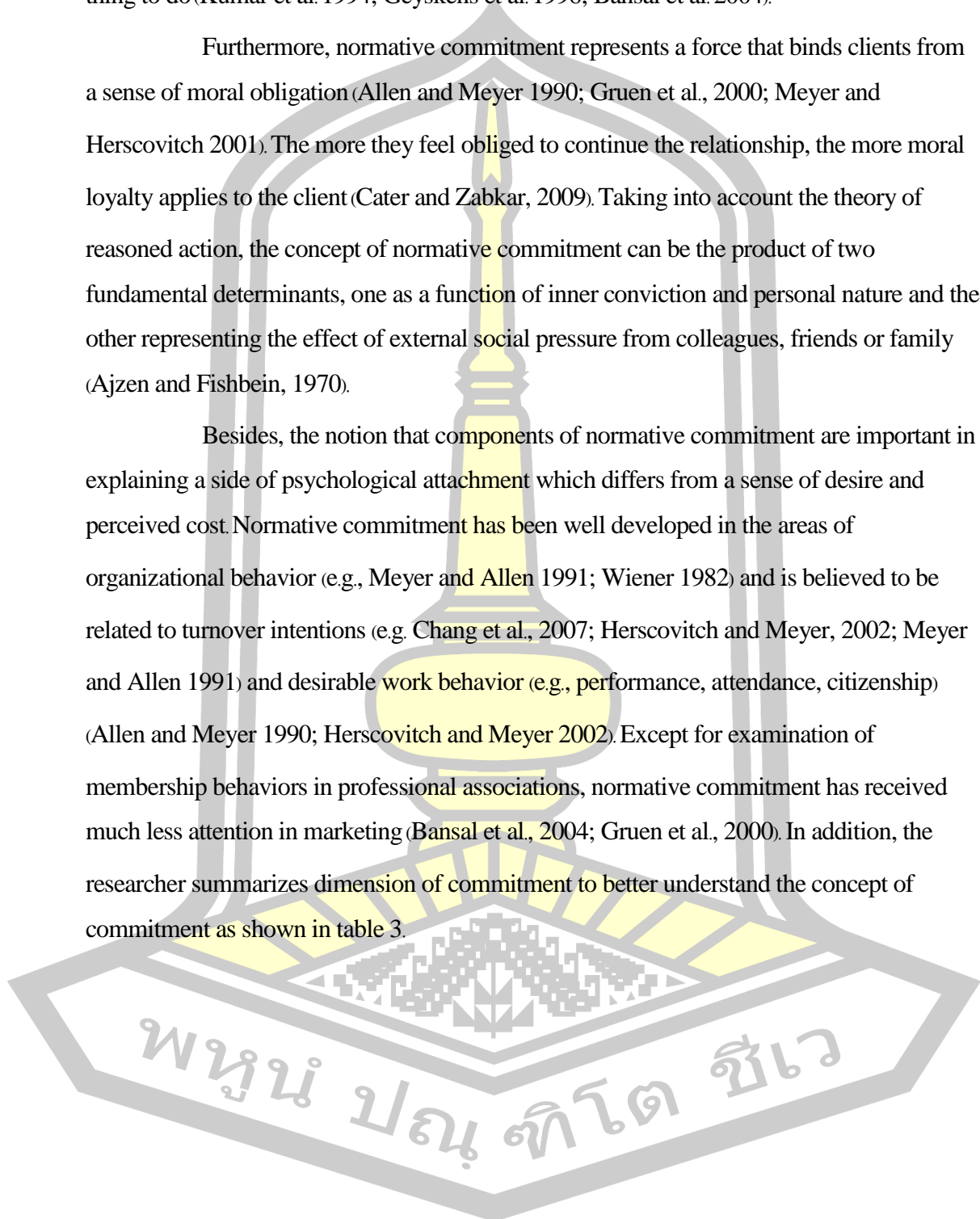


Table 3 Dimension Construct of Commitment

Author	Commitment				Industry
	Commitment	Affective	Continuance	Normative	
Alrubaiee and Al-Nazer (2010)	√				Bank
Bansal et al (2004)		√	√	√	Auto Repair
Bowden and Wood (2011)		√	√		Higher-Education
Čater and Čater (2010)		√	√	√	Manufacturing Firm
Čater and Zabkar (2009)		√	√	√	Service
Čater et al. (2011)		√	√	√	Service
Dagger et al. (2011)	√				Service
De Ruyter et al. (2001)		√	√		Office Supplier
Fullerton (2005)		√	√		Retail
Gruen et al., (2000)		√	√	√	Insurance
Gustafsson et al. (2005)		√	√		Telecommunications Service
Hennig-Thurau et al. (2002)	√				Service
Izogo (2017)		√	√		Telecommunications Service
Kaur and Soch (2013)		√	√		Telecommunications Service
Lariviere et al. (2014)		√	√	√	Financial Service
N' Goala (2007)		√	√		Bank
Odekerken-Schroder et al. (2003)	√				Retail
Prasad and Aryasri (2008)	√				Retail
Ranganathan et al. (2013)		√			Online Service
Richard and Zhang (2012)		√			Travel

From the table, researcher found that the study of commitment has the overall commitment without dimension separation (eg, Alrubaiee and Al-Nazer, 2010; Odekerken-Schroder et al., 2003; Prasad and Aryasri, 2008). Study the commitment by considering dimension for example Ranganathan et al. (2013) and Richard and Zhang (2012) study about

affective commitment to customer loyalty. Research on the affective and continuance commitment (e.g. Fullerton, 2005; Gustafsson et al., 2005; Kaur and Soch, 2013). Finally, research studies affective, continuance, and normative commitment (e.g. Bansal et al., 2004; Carter and Zabkar, 2009; Gruen et al., 2000). From the table, the researcher has obtained from the literature review, it is found that most studies are studied in the service industry context. According to Wetzels et al. (1998), the concept of commitment plays a central role in relationship marketing literature, which is used in services marketing because the service business initially developed around maintaining close customer relationships. Berry and Parasuraman (2004) maintain that relationships are built based on mutual commitment in the field of services relationship marketing. Similarly, Verhoef (2003) demonstrates the direct effects of commitment in service context on both the relationship maintenance (retention) and relationship development (share of a customer's business). Based on the literature review, the study commitment in the service context has been studied in large numbers since it is important to establish a relationship between the customer and the service provider (e.g. Fullerton, 2005; Gustafsson et al. 2005; Harrison-Walker, 2001; Hennig-Thurau et al., 2002), including showing that shows that the critical role commitment plays in determining loyalty to the service firm. In this research, commitment can be defined as a customer's enduring desire to continue a relationship with a service provide accompanied by his willingness to make efforts at maintaining relationship. Therefore, it is appropriate for this research to use commitment studies in the context of tourism, which is a type of service industry, because in the service industry must create experiences that are different to maintain relationships with customers, which is important.

Many researchers have established commitment as the key component of developing and maintaining long-term relationships between business partners (Dwyer et al., 1987; Geyskens et al., 1996; Gundlach et al., 1995; Morgan and Hunt, 1994). Commitment shows the importance of the relationship with the partners and its intention to maintain the relationship in the future (Wilson, 1995). It has become one of the variables most frequently studied in buyer-seller marketing relationships studies (Gilliland and Bello, 2002; Kim and Frazier, 1997; Morgan and Hunt, 1994; Wilson, 1995). Affective commitment had the

strongest and most positive correlations with results related to the organization. The normative commitment was also related outcomes, albeit not as strongly. Continuance commitment was unrelated or negatively related to these outcomes. According to Meyer et al. (2002), affective commitment has the greatest positive correlation with these desirable behaviors, followed by normative engagement; continuance commitment is unrelated or negatively related to these behaviors. Positive experiences that contribute to high affective commitment may also contribute to a sense of obligation to reciprocate.

In the context of most buyer-seller commitment studies affective and continuance commitment because a useful typology to study relationship commitment involves measures of affective and continuance commitment (Gounaris, 2005). Similar to prior research suggests two types of commitment are affective commitment and continuance commitment (Fullerton, 2003; Gustafsson et al., 2005; Pritchard et al., 1999). Both affective and continuance commitment have been found to mediate the effect of customer satisfaction on customer loyalty (Johnson et al., 2001). The importance of continuance commitment has been shown primarily in the business to business environment and as a measure of churn within highly competitive services (Gounaris, 2005; Gustafsson et al., 2005). Previous research has considered commitment to be an attitude and/or a behavior (or intention) (O'Malley and Tynan, 1997) and the majority of buyer-seller commitment research has focused on the single construct, affective form of commitment (e.g. Anderson and Weitz, 1992; Morgan and Hunt, 1994).

Past commitment research focused primarily on affective and continuance commitment, and generally did not integrated normative commitment into their study (with some exceptions, e.g., Bansal et al. 2004; Cater and Zabkar 2009; De Ruyter and Semeijn 2002; Kumar et al. 1994). Besides, normative commitment tends to be too weak to significantly influence a customer's repurchase intentions and word of mouth in the sense studied (Cater and Zabkar, 2009; Čater and Čater, 2010; Čater et al., 2011; Gruen et al., 2000). Correspond with Gustafsson et al. (2005) stated that in most service settings, consumers do not feel a moral obligation to continue the service provide relationship

because there are many choices for tourism nowadays. Thus, this research will focus only on affective and continuance commitment.

Consequently, this research define commitment is customer's enduring desire to continue the relationship and ensure its continuance by the willingness to make efforts at maintaining relationship by the researcher investigates the effects of two dimension commitment with the customer experience, including affective and continuance commitment on the electronic word of mouth and revisit intention. In this research, affective commitment refer to the tendency of customer to maintain a relationship with a service provider on the basis of their emotional attachment, positive feeling and identification with the service provider and continuance commitment refer to the tendency of customer to maintain a relationship with a service provider due to the significant anticipated switching costs, lack of alternatives or benefit that they receives.

The Relationship between Customer Experience and Commitment

The importance of customer experience is recognized due to customer's need for emotional connectivity. Emotional ties enhance the customer's commitment to the firms. Customers are looking forward for extension of their relationships with the firms through the building of emotional ties (Berry and Carbone, 2007). Bustamante and Rubio (2017) indicated that customer experience is central to creating and maintaining stable customer relationships that it is context of the commitment. Customer experience triggers expressions such as verbal declarations of affect, visual responses and verbal statements of belief (cognition), and commitment and behavioral intentions (Jorgensen and Stedman, 2001; Ostrom, 1969). The linking customer experience and loyalty with commitment, as improving customer experience can lead to greater loyalty to the company or brand. Since loyalty reflects a deeply held commitment that results in repeated purchasing behavior, commitment is the consumer attitude that leads to increased buying behaviors (Oliver, 1999). Correspond

with Sahin et al. (2011) mentioned that the firms' efforts towards enhancing the consumer experience have a positive impact on loyalty both directly and indirectly through commitment.

According to Tynan and McKechnie (2009), customer experience leads to feelings of commitment. Gentile et al. (2007) claimed that customer experience affects customer commitment and involvement, and plays an important role in deciding customer desires, which eventually influences purchase decisions. Lemke et al. (2011) mentioned that effective management of the customer experience on all touch points is the key to building customer commitment and retention. Berry and Carbone (2007) defined that systematically managing customer experience in a service firm can develop an emotional and personal connection with customers to create higher levels of customer commitment and customer engagement to the firm. Also, customer experience designing and developing can enhance customer commitment and loyalty (Pullman and Gross, 2004). Garbarino and Johnson (1999) found that evaluations of the customer experience were an antecedent of commitment in a marketing relationship. Moreover, Singh and Saini (2016) further suggested that customer experience would have a positive influence on customer commitment.

In addition, Lemon and Verhoef (2016) argued that commitment as constructs in relationship marketing, is also related to customer experience. Commitment is a measure of a customer's relation to a company, which will usually result from the customer experience. Thus, the research saw gap for additional research to strengthen the overall conceptualization of customer experience. There is a strong need to examine commitment relate to customer experience. Correspond with Keiningham et al. (2017) suggested framework for future research to examine the relationship between customer experience and customer commitment for assessing the potential of different commitment dimensions – a key factor in customer loyalty, positive word of mouth and other desirable outcomes for academics and marketers. The examination of the relationship between customer experience and commitment to understanding the

concept of customer experience better. Which these findings should offer insight into service design to suit specific commitment and dimensions of experience.

The previous research has shown that the customer experience has a relationship with commitment, which suggests a relationship test with a different dimension of commitment. This research was divided into two dimensions: affective and continuance commitment. The researcher described the relationship as follows.

The Relationship between Customer Experience and Affective Commitment

Customer experience affects attachment of customers that they have to a brand (Ismail, 2011). Customer experience involves a customer at the emotional levels (Gentile et al., 2007). Bustamante and Rubio (2017) demonstrated that customer experience can affect encourage customer identification with a brand/firm. Customer experience has positive effects on customer satisfaction, as the previous studies clearly show (Khan et al., 2015; Klaus and Maklan, 2013; Krishna and Deshwal, 2016; Maklan and Klaus, 2011). Cognitive or affective response to service experiences is through customer satisfaction (Rust and Oliver, 1994). Getty and Thompson (1994) described satisfaction as a description of the consumer's psychological state when the expectations towards the service of customer received a response. Satisfaction is the positive affective state arising from the cumulative evaluation of performance by the customer based on his or her experience (Tsai and Huang, 2007). A favorable experience can directly influence satisfaction (Carlson et al., 2016).

Moreover, customer experience in the tourism sector is important for having a positive impact on the emotions of consumers (Slåtten et al., 2011). Customer experience which leads to a positive state of emotion (Rose et al., 2011). Due to customer happiness, emotional responses are significant in customer experience studies (Palmer, 2010). Similarly, Bagdare and Jain (2013) stated that experiential outcomes have primarily been explained as a blend of cognitive, behavioral,

emotional, and sensorial responses by the customer. Thus, customer experience reflects significant emotional benefits and responses as positive feelings.

The above relationship implied that the customer experience presumably related to the affective commitment because the affective or emotional commitment is the extent to which a customer likes to maintain a relationship with a service provider on the basis of their emotional attachment, positive feeling and identification with the service provider. Furthermore, Iglesias et al. (2011) and (Jung and Soo, 2012) founded that brand experience is positive factor of customer affective commitment. This research proposes the following hypothesis for the relationships between customer experience and affective commitment:

Hypothesis 4: customer experience is positively related to affective commitment.

Based on the above relationship of customer experience and commitment, the researcher proposed the relationship of four dimensions of customer experience and affective commitment as follows.

The Relationship between Educational Experience and Affective Commitment

According to educational experience has a positive and significant influence on customer emotions (Ali et al., 2016). By emotions is affective states of subjective feelings (Rose et al., 2012; Jang et al., 2011; Jang and Namkung, 2009). Burns and Neisner (2006) emotions are considered to be a person's positive (pleased, relaxed, etc.) emotions as the affective responses triggered by customer's experience. The emotional response that arises from the customer experience is explained each by expression such as joy, pleasantness (Russell, 1979). Education have positive effect on arousal (Hosany and Witham, 2010; Su et al., 2016) such as interesting, enjoyableness, which causes liking and satisfaction.

Furthermore, Park et al. (2010), and Quadri-Felitti and Fiore (2013) confirmed that education experience strongly affects satisfaction within the tourism context.

Conform to, Sharma and Rather (2015) stated that educational experience influences on satisfaction which culminate in commitment. Which satisfaction concern with affective reaction of customer to service encounters (Rust and Oliver, 1994). For example, hotels offers some opportunities for the guests to increase their knowledge and skills (e.g., massage techniques, cooking lessons, swimming and snorkelling etc.), such experiences are of importance in developing satisfaction. Which regard to educational dimension of customer experience (Oh et al., 2007; Sharma and Rather, 2015). Correspond with, Quadri-Felitti and Fiore, (2013) stated that educational experience is also a contributor to a satisfying tourist's visit and to generating positive memories. By positive memories may occur from positive feeling and enjoy, which lead to memorability.

Therefore, it can be seen that tourists or customers when they receive learning and new knowledge resulting from tourism will result in emotional benefits, whether it is satisfaction, good memory or various positive feelings until resulting in a liking and attachment with destination. Which is associated with affective commitment due to affective commitment as a consumer's involvement with a cognate to emotional bonding service. The researcher assumes that education experience will be the main driving force for satisfaction, memories and positive feeling of the customers related to emotional perspectives. Which will affect affective commitment. Education experience may be positively related to affective commitment. Thus, this research proposes the following hypothesis for the relationships between educational experience and affective commitment:

Hypothesis 4a: Educational experience is positively related to affective commitment.

The Relationship between Entertainment Experience and Affective Commitment

Entertainment experience positively influenced satisfaction (Dieck et al., 2018; Park et al., 2010; Qu, 2017; Sharma and Rather, 2015). Which customer satisfaction has been strongly linked to the development of affective commitment (Hennig-Thurau et al., 2002; Johnson et al., 2001; Wetzels et al., 1998). Moreover, the extant literature has concluded that there is a positive relationship between customer satisfaction and customer commitment (Hennig-Thurau, 2004; Larry and Hazer, 1986; Morgan and Hunt, 1994). Mykletun and Rumba (2014) shown that entertainment were the strongest predictors of enjoyment, satisfaction and memories.

Moreover, entertainment experience has a positive and significant influence on emotions (Ali et al., 2016; Manthiou et al., 2011). By Farber and Hall (2007) defined that emotion is affective states of subjective feelings. Entertainment was important for stimulating tourists' positive emotions (Loi and Pearce, 2012; Suh, 2011; Suh and West, 2010; Tsai, 2010). Berridge (2012) stated that entertainment experience is a factor that causes customer interactions/participation, feelings of enjoyment and happiness, fun atmosphere and customer engagement, which related to affective dimension. In the entertainment dimensions, customers have positive feelings and emotions (Güzel, 2014).

Further, Researchers (e.g. Jamal, 2006; Wakefield and Baker, 1998) have emphasized the importance of entertainment experience to emotional value from shopping experiences in the mall. Entertainment experience are enjoyable and create positive emotions for the shopper (Lorentzen, 2009). (Fischer and Arnold, 1990) stated that shopping experience leading to increased arousal and a sense of pleasure. Agree with, Jeong et al. (2009) defined that entertainment experience have positively affect pleasure. From the above, show that previous research has shown the relationship of emotional experience that may cause commitment. In other words, emotion-related feelings may be associated with affective commitment because affective commitment

is based on a general positive feeling, enjoy the participation and customers' liking. Thus, this research proposes the following hypothesis for the relationships between entertainment experience and affective commitment:

Hypothesis 4b. Entertainment experience is positively related to affective commitment.

The Relationship between Esthetic Experience and Affective Commitment

Esthetic experience positively influences on tourist satisfaction (Sharma and Rather, 2015), which the satisfaction is what happens from emotions as a result leading to commitment. Esthetic experience makes customers enjoyment because customers immerse in an attractive physical environment. Similarly, Gee (2000) identified that the creation of an environment that will enhance and raise a feeling of well-being, enjoyment and satisfaction. Consumer experience generated by the physical environment design influence pleasure and arousal (Arnold and Reynolds, 2003; Baker et al., 2002). Agree with, Jeong et al. (2009) defined that esthetic experience had strong direct effect pleasure. The design environment of a mall influences emotional, pleasure (Arnold and Reynolds, 2003; Holbrook and Hirschman, 1982) and excitement (arousal) (Wakefield and Baker, 1998).

Esthetic experience has a positive effect on emotions. Which emotion is affective states of subjective feelings (Ali et al., 2016; Manthiou et al., 2011). Many researchers have discussed the influence of esthetics and physical environment on customer emotion in any service setting (Bitner, 1992; Ladhari, 2009; Pareigis et al., 2011). For example, in-store experiences generated from the physical environment often cause customer emotions (Lin and Liang, 2011). The emotions of the customer are affected by both the design and the ambient physical environment factors that generate excitement among the customers (Harris and Ezeh, 2008). Güzel (2014) has shown that the esthetic dimension of tour experience travel positively influences the

emotional arousal of the tourists. In fact, research by academia and industry has shown that the environment positively affects the emotional value and behaviors of patrons of a customer (Wright et al., 2006). Walls (2013) found that environmental cues derived from atmospherics and servicescapes, such as architectural design, signage, layout and cleanliness, and ambience of a hotel affect emotional value perceived.

In a retail environment report, Lafond (2007) found that retail store design esthetic elements increase positive customer feelings. Wilhelm and Mottner (2005) suggested that enjoyment in mall shopping is influenced by the involvement of esthetic experiences. Enjoyment contributes to emotional value (Sweeney and Soutar, 2001). Gao (2012) the designed environment created an affective experience (emotional connection) between the boutique hotel firm and its guests. Summarily, the esthetic experience originates in the physical environment, atmospheric and servicescapes contributes to emotional value and satisfaction, which leads to emotional bonding. Hence, the researcher assumes that the esthetic experience is related to affective commitment. Thus, this research proposes the following hypothesis for the relationships between esthetic experience and affective commitment:

Hypothesis 4c: Esthetic experience is positively related to affective commitment.

The Relationship between Escapism Experience and Affective Commitment

According to Güzel (2014) showed that the escape dimension of tour experience effects on the tourists' emotional arousal (stimulating, exciting, and enjoyable). Escapism was important dimension in predicting customer emotions. Which the definition of emotions as the affective responses triggered by customer's experience (Ali et al., 2016). Agree with Manthiou et al. (2011) proposed that escapism experience in an event has a positive effect on the emotion. Escapist elements underlying tourist experiences appealing to affective response to participation of tourist (Su et al., 2016). The escapist experience doing influence customers' emotions

and satisfaction levels (Mehmetoglu and Engen, 2011; Hosany and Witham, 2010; Oh et al., 2007). Kastenholz et al. (2018) indicated that escapism experience impact on positive memory, that is tourists will remember many positive things about that rural destination, which tourists have to remember to show that tourists have the possibility of being attachment with tourist attraction.

Furthermore, escapism experience has a positive influence on satisfaction (Sharma and Rather, 2015). Correspond with, Zhang et al. (2016) showed that escape experience have a significant positive effect on satisfaction. Escapist experience will positively affect pleasure such as happy, satisfy (Jeong et al., 2009). Yi (1990) emphasized that satisfaction was not simply the pleasure of a consumption experience, but the determination that the experience is as pleasurable as it was supposed or anticipated. Bigné et al. (2005) also stated the satisfaction was an evaluative process of affective response. Previous studies have shown that escapist experience is associated with emotions, satisfaction, and memory, which is linked to affective commitment. Thus, this research proposes the following hypothesis for the relationships between escapist experience and affective commitment:

Hypothesis 4d: Escapism experience is positively related to affective commitment.

The Relationship between Affective Commitment and Electronic Word of Mouth

Commitment is also seen as a focal relationship construct preceding a customer's relational behaviors (Garbarino and Johnson, 1999). Bendapudi and Berry (1997) and Bowen and Shoemaker (2003) found that a customer's commitment to the organization results not only in repeat purchases but also a greater willingness to become an advocate for the organizations. Committed customers are more likely to remain loyal to the service company (Moorman et al., 1993) because they believe the service relationship is important (Moorman et al., 1992). As a result, consumers have a desire to maintain the relationship while also being willing to make an effort to keep

the relationship (Morgan and Hunt, 1994). When customers and firms become more committed to each other, the relationship between consumers and the firm becomes more stable (Wang et al., 2006), thus encouraging a long-term relationship. As suggested by Hennig-Thurau et al. (2002), loyalty offers a concrete outcome that can be measured against relationships. While commitment has been demonstrated to positively predict customer loyalty such as word of mouth. A commitment was also hypothesized as having a direct effect on positive word of mouth.

In addition, a relatively other studies also found positive effects of affective commitment on positive word of mouth (e.g. Fullerton, 2003; Fullerton, 2005; Harrison-Walker, 2001). Morgan and Hunt (1994) and Price and Arnould (1999) found that customer advocacy is seen as a significant consequence of affective commitment. This is consistent with Gremler and Gwinner (2000) arguing that consumers who feel affectively committed in their relationships with the service provider can be expected to behave as advocates for the service organization. Advocacy and positive word-of-mouth communications have a lengthy tradition of loyalty research in services marketing. Researchers mentioned earlier have suggested a positive influence of affective commitment on loyalty. For relationships where consumers maintain the relationship because they like the provider and enjoy involvement, customers are more likely to be loyal to that service provider (word of mouth and purchase intention are likely to be greater).

Moreover, affective commitment has been related to a desire to continue the relationship with service providers, a willingness to invest in the relationship and a greater propensity to engage in positive word of mouth recommendations (Harrison-Walker, 2001; Wetzels et al., 1998), consumer referrals (Verhoef et al., 2002), activism, and company shares (Fullerton, 2003 and Fullerton, 2005). Fullerton (2011) notes the positive effect of affective commitment on advocacy intention in the analysis of three service providers (banking, hairstyling, auto-repair service). Researchers have examined the effect of affective commitment on consumer behavior, including WOM

communications found a positive relationship between affective commitment and WOM communications (Brown et al., 2005; Johnson and Garbarino, 1999). Likewise, Morgan and Hunt (1994) and Garbarino and Johnson (1999) mentioned that affective commitment positively influences the general intentions of the customers to maintain the business relationship and recommend the products and services of the service provider. Thus, it is apparent that affective commitment has a positively related to WOM.

Hypothesis 5: Affective commitment is positively related to electronic word of mouth.

The Relationship between Affective Commitment and Revisit intention

Commitment is one of the cornerstones of partnership marketing according to Morgan and Hunt (1994), keeping promises to the customers. This enhances the covalent link between the business and consumers and is a valuable method for measurement of likelihood of customer loyalty as well as for predicting the future purchase frequency or purchase intention. Commitment effect on expectation of continuity represents the intention of the consumer to continue the relationship in the future and indicates the probability of subsequent purchases (Palmatier et al., 2006). Hennig-Thurau and Klee (1997) indicated commitment is an antecedent to repeat purchasing behavior. Service providers will benefit from the creating emotional bonds (affective commitment) with clients (Kumar et al., 2013). Therefore, affective commitment derives from a generally positive feeling towards the partner in the relationship (Konovsky and Cropanzano, 1991). The emotional attachment of affective commitment strongly influences loyalty in customer patronage to the brand or firm (Evanschitzky et al., 2006).

Furthermore, customers with strong affective commitment will remain in the relationship because they want it based on their positive affect toward the firm (Kumar et al., 1994). Consumers will continue to buy brands as they identify with the firm and

have an affectively committed to the service provider. There was also a positive relationship between affective commitment and behavioral loyalty (Evanschitzky et al., 2006), services purchased (Verhoef et al., 2002), retention and decreased switching intentions (Fullerton, 2003 and Fullerton, 2005). Garbarino and Johnson (1999) suggest that commitment influences the future purchase intentions of customers. Rauyruen and Miller (2007) argued that customers who are affectively committed to an organization intend to purchase from that organization. Fullerton (2005) suggested that affective commitment has a direct positive relationship with behavior intentions such as repurchase intention. Thus, this research proposes a positive assumption about affective commitment. The following hypotheses are proposed for the relationships between affective commitment and revisit intention:

Hypothesis 6: Affective commitment is positively related to revisit intention.

The Relationship between Customer Experience and Continuance Commitment

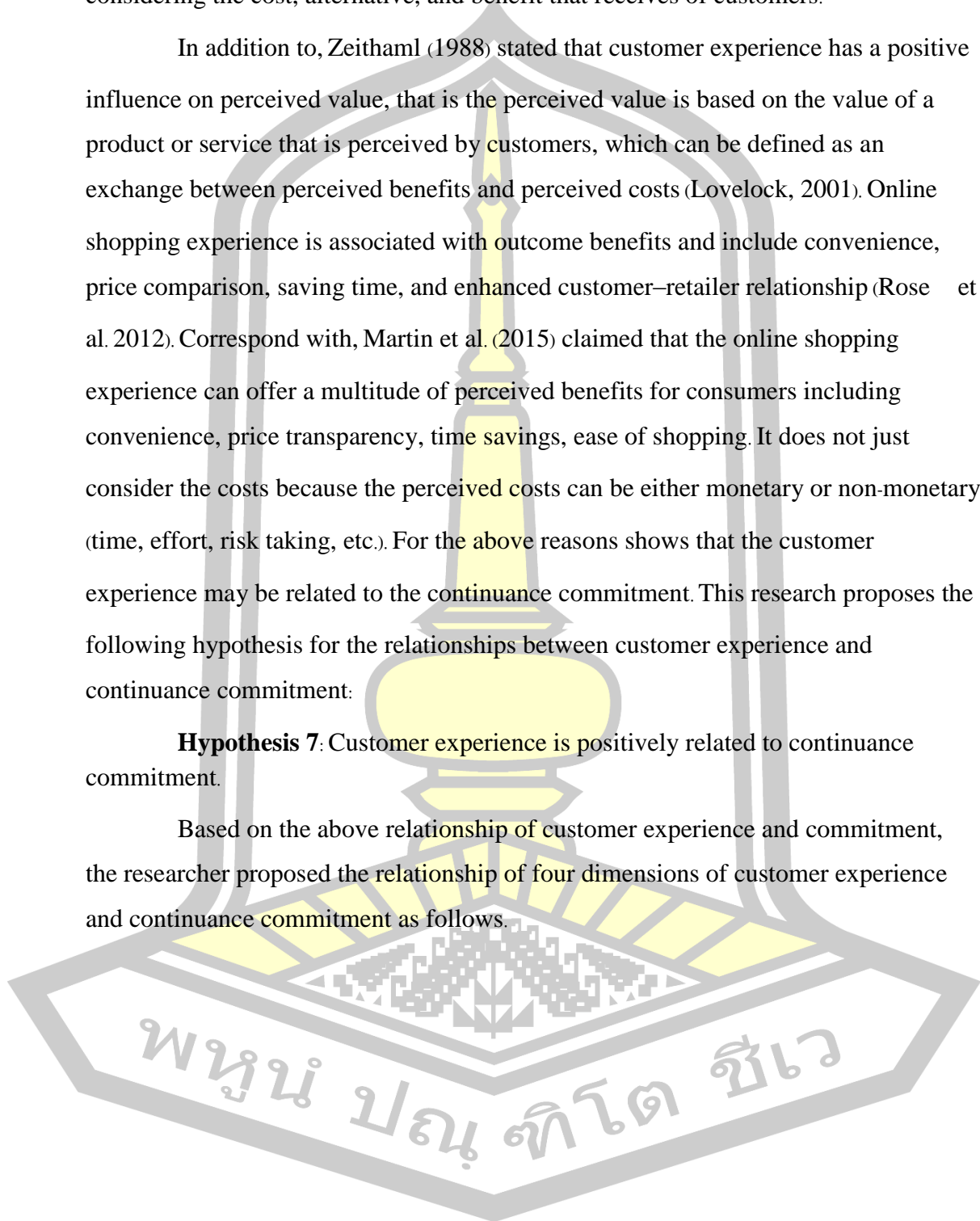
The consumer experience toward the service provider has effect on procedural and relational switching costs (Burnham et al., 2003). The likelihood of a customer to switch providers also decreases, when customers have experienced a positive increase (Klaus et al., 2013). Overall customer experience is an attitude that is influenced by exposure to stimuli over time, will enable consumers to consider alternative perspectives (Palmer, 2008). Tourism experience are fundamental determinants of post consumption behaviors such as decision-making and choice (Gnoth, 1997; Hosany and Gilbert, 2009). Customer experience will bring about both utilitarian and hedonic perceptions (Jain and Bagdare, 2009; Meyer and Schwager, 2007). In the context of continuance commitment can be called either calculative or utilitarian commitment (Bowden and Wood, 2011). According to continuance commitment is the extent to which customers perceive the need to maintain a

relationship due to the significant anticipated switching costs or lack of alternatives by considering the cost, alternative, and benefit that receives of customers.

In addition to, Zeithaml (1988) stated that customer experience has a positive influence on perceived value, that is the perceived value is based on the value of a product or service that is perceived by customers, which can be defined as an exchange between perceived benefits and perceived costs (Lovelock, 2001). Online shopping experience is associated with outcome benefits and include convenience, price comparison, saving time, and enhanced customer–retailer relationship (Rose et al. 2012). Correspond with, Martin et al. (2015) claimed that the online shopping experience can offer a multitude of perceived benefits for consumers including convenience, price transparency, time savings, ease of shopping. It does not just consider the costs because the perceived costs can be either monetary or non-monetary (time, effort, risk taking, etc.). For the above reasons shows that the customer experience may be related to the continuance commitment. This research proposes the following hypothesis for the relationships between customer experience and continuance commitment:

Hypothesis 7: Customer experience is positively related to continuance commitment.

Based on the above relationship of customer experience and commitment, the researcher proposed the relationship of four dimensions of customer experience and continuance commitment as follows.



The Relationship between Educational Experience and Continuance Commitment

Song et al. (2015) indicated that educational experience are important predictor's functional values, which is the view of perceived value. Perceived value is defined as the utility individuals deriving from tangible products or intangible services; it consists of what benefits individuals receive and what costs they pay (Zeithaml, 1988; Holbrook, 1999; McDougall and Levesque, 2000). Chen and Chen (2010) indicated that educational experience is factors of quality of experience, which affects the perceived value by perceived value is characterized as the overall assessment by the customer of the usefulness of a product (or service) based on perceptions of what is received and what is given. In other words, consider from a trade-off between perceived benefits and perceived costs (Zeithaml, 1988).

Beemsterboer (2017) study in the context of Pine and Gilmore's relate to educational experience played an essential role in explaining the formation of functional values. It has been confirmed educational experience played an essential role in explaining the functional values, which functional value was related to judging the cognitive trade-off between financial or utilitarian benefits and costs. Previous research shows that educational experience are associated with perceived value and functional value, which can be linked to continuance commitment because continuance commitment is considered cost and benefit that receives of customers. Thus, this research proposes the following hypothesis for the relationships between educational experience and continuance commitment:

Hypothesis 7a: Educational experience is positively related to continuance commitment.

The Relationship between Entertainment Experience and Continuance Commitment

Song et al. (2015) and Beemsterboer (2017) tested the relationship of entertainment experience and functional values. The result shows that entertainment experience has a positive effect on functional value, which functional value was related to consideration the cognitive tradeoff between financial or utilitarian benefits and costs. Kim et al. (2019) showed that entertainment experience, which results in perceived value of customers because consumers to have enjoy. By the researcher considering that the perceived value has a context that can be linked to commitment continuance because considering the same benefits and costs.

Based on previous research reviews, it can be seen that the study of the relationship between entertainment experience and continuance commitment are few but still show that the entertainment experience is related to financial considerations or utilitarian benefits and costs. So, the researcher assumed that customer experience presumably related to the continuance commitment because the continuance commitment is the extent to which a customer likes to maintain a relationship due to consider costs and benefit that they receives. Thus, this research proposes the following hypothesis for the relationships between entertainment experience and continuance commitment:

Hypothesis 7b: Entertainment experience is positively related to continuance commitment.

The Relationship between Esthetic Experience and Continuance Commitment

Beemsterboer (2017) tested the relationship of esthetic experience and functional values. The result shows that esthetic experience has a positive effect on functional value, which functional value was related to judging the cognitive trade-off between financial or utilitarian benefits and costs. Esthetic perception is factor of

customer experience, which positive customer experience leads to positive perceived value (Ren et al., 2018). Customer perceptions of physical environment dimensions have positively related to cognitive value, which cognitive value is a consideration of customers about reasonably price (Walls, 2013). Agreement with Donovan et al. (1994) indicated that an environment affects perceptions of perceived value, as extrinsic attributes (an environment) may function as value signals for consumers when assessing perceived benefits and costs (Zeithaml, 1988). Thus, a favorable impression of a physical setting will change to a positive value perception (Yang, 2015).

In the sense of restaurants, the physical environment, such as decoration, ambient condition, and seating comfort, provides first-visit customers with indicators that provide the expected service offerings' nature and perceived value of customer (Nguyen and Leblanc, 2002). Han and Ryu (2009) verified the positive relationship between three elements of the physical environment of the restaurant (i.e. decoration and artifacts, spatial arrangement, and environmental conditions) and perceived value experience of the customer. Of the three dimensions, the most important element toward consumer price perception was decoration and artifacts. In the sense of Chinese restaurants, Liu and Jang (2009) investigated the relationships between dining atmospheres and perceived value of customers. Results showed that atmospheric dining had significant effects on perceived value of customers.

Moreover, Mattila (1999) has also shown that the servicescape of a hotel is a significant driver of the perceived value of a business traveler. Yang (2015) claimed the overall perceived value may be affected by servicescape. Such reasoning was supported by a restaurant servicescape study which found that the restaurant's perceived servicescape enhanced the overall perceived value of customers (Liu and Jang, 2009). So, it is expected that esthetic experience would effect on perceived value. By perceived value has context similar to the continuance commitment, which consider the benefits and costs. Thus, this research proposes the following hypothesis for the relationships between esthetic experience and continuance commitment:

Hypothesis 7c: Esthetic experience is positively related to continuance commitment.

The Relationship between Escapism Experience and Continuance Commitment

Song et al. (2018) suggested that escapist experience are significant predictor's functional values, which is the view of perceived value. Perceived value is characterized as the individuals of utility deriving from tangible products or intangible services; it consists of what benefits individuals receive and what costs they pay (Zeithaml, 1988; McDougall and Levesque, 2000). Beemsterboer (2017) tested the relationship of esthetic experience and functional values. The result shows that escapist experience has a positive effect on functional value, which functional value was related to judging the cognitive trade-off between financial or utilitarian benefits and costs. Similarly, the context of continuance commitment means the benefits and costs that the researcher assumes that the escapist experience can relate to continuance commitment.

Based on previous research reviews and the above reasons mentioned, the researcher predicted that the escapist experience probably related to continuance commitment by considering the relationship of financial or utilitarian benefits and costs. Although, there is a little amount of study of the relationship of the escapist experience and continuance commitment, but previous reviews have shown that customer experience has a relationship with continuance commitment which may be influenced by the escapist experience that is the dimension of customer experience. So, this research is interested in studying relationships between escapist experience and continuance commitment to confirm relationships. Thus, this research proposes the following hypothesis for the relationships between escapist experience and continuance commitment:

Hypothesis 7d: Escapist experience is positively related to continuance commitment.

The Relationship between Continuance Commitment and Electronic Word of Mouth

Continuance commitment (cost-based) is consumer attachment based on the degree of perceived costs associated with leaving relationship (Gruen et al., 2000). Previous studies suggested that customers who are attached to a firm due to considerations regarding the cost associated with leaving tend to refer to the company negatively and are less willing to pay a higher price for the service provided to them (e.g., Fullerton, 2003; Fullerton, 2005). Continuance commitment demonstrates greater resistance to persuasion and negative word of mouth (Qu et al., 2014). Continuance commitment can be seen as a negative motivation to maintain a relationship. A person with a high continuance commitment is motivated to stay passively with an organization. Moreover, once customers encounter continuance commitment, they are tied to the relationship partner and due to high switching costs, it is difficult to terminate the relationship. Besides, customers are willing to switch between retailers giving them the best alternative with equivalent deals at any given time (Seiders and Tigert, 1997). Therefore, customers with high level of continuance commitment are not expected to voice positive WOM communications on their behalf (“Khal” Nusair et al., 2010). Continuance commitment was found to be negatively related to advocacy toward brand and continuance commitment reduces willingness to act as a reference customer (Fullerton, 2005). Some studies report that continuance commitment is positively related to attitudinal and behavioral loyalty (Evanschitzky et al., 2006). Continuance commitment positively influences the intentions of customers to maintain the business relationship, to recommend the provider’s products and services (Morgan and Hunt, 1994; Garbarino and Johnson, 1999).

In view of the Taladtongchom, the researcher considers that continuance commitment is benefits for tourists, because tourists will consider the view of cost benefits and be an appropriate alternative to Taladtongchom travel. Correspond with Sharma et al. (2006) indicated that continuance commitment can be positive (value-based commitment). Value-based commitment involves the rational calculation of

benefits arising from continuing the relationship. Customers with strong value-based commitment continue their relationship because they benefit from staying in the relationship (Sharma et al., 2006). Thus, this research proposes a positive assumption about continuance commitment. The following hypotheses are proposed for the relationships between commitment and electronic word of mouth.

Hypothesis 8: Continuance commitment is positively related to electronic word of mouth.

The Relationship between Continuance Commitment and Revisit Intention

The general finding in the relationship marketing literature has been that continuance commitment has a weak but positive effect on customer retention (Bansal et al., 2004; Fullerton, 2003; Gruen et al., 2000). The conceptual argument for these results is that the dependence manifest in continuance commitment will bind the customer to the relational partner (Anderson and Weitz, 1992; Gundlach et al., 1995). Continuance commitment may be seen as a form of side-bet. To the extent that service provide has generated a psychological, image -based switching cost, continuance commitment in a brand relationship may result in continued purchasing behavior (Becker, 1960). In addition, Fullerton (2005) stated that continuance commitment has positively related repurchase intention. Continuance commitment has a positive influence on the general intentions of the consumers to continue the business relationship, to repurchase the products and services of the company (Morgan and Hunt, 1994; Garbarino and Johnson, 1999). Correspondingly, Jones et al. (2007) found that continuance commitment was positively related to repurchase intentions.

In this research, researcher considered the relationship between continuance commitment and revisit intention, which the concept of revisit intentions is derived from behavioral intentions by behavioral intentions such as repurchase intention in this way a stated likelihood to engage in a certain behavior. Thus, this research proposes a positive assumption about continuance commitment. The following

hypotheses are proposed for the relationships between continuance commitment and revisit intention:

Hypothesis 9: Continuance commitment is positively related to revisit intention.

Commitment as the mediator between Customer Experience and Electronic word of Mouth and Revisit Intention

Morgan and Hunt (1994) developed a model of relationship marketing that conceptualized commitment as the key mediating variable to the development of long-term customer relationships. Mediator is defined as a variable that explains the relation between independent variable and outcome variable. In other words, a mediator is the mechanism through which independent variable influences outcome variable (Baron and Kenny, 1986). Lacey (2007) defined that commitment as mediator relationship between economic, social, and resource drivers and increased purchase intention and increased share of customer.

Previous studies found that commitment as a mediator in business to customer relationships seems to show a strong influence on customer loyalty such as retention, willingness to pay more, referrals, buying behavior, continuity expectancy and word-of mouth (e.g. Brown et al., 2005; De Wulf and Odekerken-Schröder, 2003; Hennig-Thurau et al., 2002; Odekerken-Schröder et al., 2003; Palmatier et al., 2006; Venetis and Ghauri, 2004). Furthermore, Johnson et al. (2001) found that both affective and continuance commitment were mediate to effect on customer loyalty. Fullerton (2005) found that affective commitment and continuance commitment were mainly partial mediators of the service quality and loyalty relationship. Richard and Zhang (2012) mentioned that affective commitment plays a strong mediating role between customer satisfaction and customer loyalty. Kaur and Soch (2013) concluded that the relationship between trust and attitudinal loyalty was completely mediated by continuance commitment.

In addition, theory of reasoned action of Fishbein and Ajzen's (1975) is a good example of explaining about the mediator, which this theory is a theory used in

research. Fishbein and Ajzen assumed that the impact of attitudes on behavior is mediated through behavioral intentions. Thus, the researcher assumes that commitment is likely to be the mediator between customer experience and electronic word of mouth and revisit intention. That is feeling like and worthwhile of tourists who watch the show and participate in activities could motivate tourists to pass information by word of mouth and stimulate the desire to travel of tourists. This means that customer experience may create an electronic word of mouth and revisit intention through commitment. Therefore, the researcher proposed the hypothesis for affective and continuance commitments as follow:

Hypothesis 10: Affective commitment mediates the relationship between customer experience and word of mouth and revisit intention.

Hypothesis 11: Continuance commitment mediates the relationship between customer experience and word of mouth and revisit intention

Based on the literature review and hypotheses formulated previously, this research has shown summary of hypothesized relationship Table 4

Table 4 Summary of Hypothesized Relationship

Hypotheses	Description of Hypothesized Relationships
H1	Customer experience is positively related to electronic word of mouth.
H1a	Educational experience is positively related to electronic word of mouth.
H1b	Entertainment experience is positively related to electronic word of mouth.
H1c	Esthetic experience is positively related to electronic word of mouth.
H1d	Escapist experience is positively related to electronic word of mouth.

Table 4 Summary of Hypothesized Relationships (Continue)

Hypotheses	Description of Hypothesized Relationships
H2	Customer experience is positively related to revisit intention.
H2a	Educational experience is positively related to revisit intention.
H2b	Entertainment experience is positively related to revisit intention.
H2c	Esthetic experience is positively related to revisit intention.
H2d	Escapist experience is positively related to revisit intention.
H3	Electronic word of mouth is positively related to revisit intention.
H4	Customer experience is positively related to affective commitment.
H4a	Educational experience is positively related to affective commitment.
H4b	Entertainment experience is positively related to affective commitment.
H4c	Esthetic experience is positively related to affective commitment.
H4d	Escapist experience is positively related to affective commitment.
H5	Affective commitment is positively related to electronic word of mouth.
H6	Affective commitment is positively related to revisit intention.
H7	Customer experience is positively related to continuance commitment.
H7a	Educational experience is positively related to continuance commitment.
H7b	Entertainment experience is positively related to continuance commitment.
H7c	Esthetic experience is positively related to continuance commitment.
H7d	Escapist experience is positively related to continuance commitment.
H8	Continuance commitment is positively related to electronic word of mouth.
H9	Continuance commitment is positively related to revisit intention.
H10	Affective commitment mediates the relationship between customer experience and word of mouth and revisit intention.
H11	Continuance commitment mediates the relationship between customer experience and word of mouth and revisit intention.

CHAPTER III

RESEARCH METHODS

The previous chapter described the understanding of customer experience, including a theoretical foundation, literature review, conceptual framework, and hypotheses development. This chapter describes the research methods that explain the understanding of testable hypotheses to clarify and are organized as follows. Firstly, it describes the sample selection and data collection procedure. Secondly, it explains measurements and questionnaire design. Thirdly, it describes the methods and statistic techniques. Finally, the table which contains the summary of definitions and operational variables of each construct is included.

Sample Selection and Data Collection Procedure

Population and Sample

The population and samples of this research are tourists who visited Taladtongchom. The data of Taladtongchom are gained from Department of Internal Trend (2018). For a number of tourists, no exact number has been specified.

Calculating the sample size using the Cochran formula (1963). This formula was used to calculate the sample sizes for a population with a confidence level of 95 percent and was known as a 5 percent sample error. The sample size for calculation is proposed as follows:

$$\begin{aligned}n &= \frac{Z^2(p)(q)}{e^2} \\ &= 1.96^2(0.5)(0.5)/(0.05)^2 \\ &= 385\end{aligned}$$

Where:

z = standard error associated with the 95% level of confidence

p = estimated ratio of tourists in the population

$q = 1 - p$

e = acceptable error

Consequently, the above formula, this study required 385 respondents as the suitable sample size for this analysis. Newby and Ertmer (1997), proposed the concept of sufficient sample with the basic rules of the larger the sample, the better. Therefore, it concluded that the sample size of 385 questionnaires was sufficient for study. When all the data is collected, a questionnaire responded to 600 questionnaires from the concept of the larger the sample, the better. Along with considering the use of structural equation modeling (SEM), Hair et al. (2006) suggest that structural equation modeling (SEM) requires a large sample size to produce a reliable result of parameter estimation. The rule of thumb proposed by (Stevens, 1996) states that the sample size should have at least 15 cases per measured variable or indicator. Therefore, this research uses all returned questionnaires to analyze and process further. Data were collected by means of a self-administered questionnaire, distributed to tourists who visited Taladtongchom during their holidays.

Data Collection

Data were collected using a self-administered questionnaire, which was distributed to 600 tourists who visited Taladtongchom during their holidays. The criteria for market selection were as follows: 1) the market is traded local specialties. 2) the market had activity or performances that lead to learning and entertainment, including the escape from daily life. According to the study of the number of Taladtongchom. There are currently 216 markets in 2019 markets, derived from the website of the Marketing Promotion and Administration Division, Department of Internal Trade, Ministry of Commerce, and the peoples in the area or tourists who

have visited Taladtongchom. The dominant Taladtongchom characteristic is the folk performances and participate in tourist's activity which according to the entertainment experience and escapist experience. These shapes to 80 markets. In addition, the researcher selected 12 markets that represent the locals' way of life according to the above criteria. Quota sampling is selected because there are many Taladtongchom in the Central region which is the model of Taladtongchom and achieve the Taladtongchom characteristics. Therefore, Taladtongchom in the Central region is the most selected to 6 markets. The rest of North, North-Eastern, and South region is each of 2 markets in order to obtain the data that covers all regions, the data distribution and generalization, the data is collected through 12 Taladtongchom which 50 questionnaires per market as shown in table 5 below:

Table 5 Representative of Taladtongchom

Market	Provinces
1. Kad Khuang Mueang Nan	Nan
2. Lampang Cultural Street	Lampang
3. Thanon Khondoen Nakhon Phanom	Nakhon Phanom
4. Chiang Khan Walking Street	Loei
5. Chianyai Riverside Market	Nakhon Sri Thammarat
6. Klongdaen Floating Market	Songkhla
7. Baan Ton Tan Floating Market	Saraburi
8. Kad Khu Bua Community Way	Ratchaburi
9. Khongkong Market	Phra Nakhon Si Ayutthaya
10. Krungsri Market	Phra Nakhon Si Ayutthaya
11. Floating Market	Chon Buri
12. Song Klong Floating Market	Bangkok

In the case of the tourists, the researcher made sure that the tourist can be communicated via online such as Facebook, Instagram and/or Line. If tourists agree to participate in the response, then the researcher will be explained the structure of the questionnaire. The responding process will take about 5-10 minutes to complete. After the completion, the interviewers will give souvenir to the respondent and thank them for their cooperation.

Measurements and Questionnaire Design

In measuring each construct involved multiple items development for measuring each construct in the conceptual model because all variables were latent constructs that cannot be directly measured; therefore, multiple items increase the validity and reliability of the measures (Churchill, 1979). These constructs were transformed into operational variables for true measuring. To measure each construct in the conceptual model, the contents of questionnaire were modified following relevant literatures, in order to comply with actual situations. Each of these variables is measured by a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The contents of variable measurements are comprised of the dependent variable and the mediator variables described as follows.

Customer Experience

This research adapt the definition of customer experience from Gentile et al. (2007) defined customer experience as emotion, sensory, cognitive, behavior, social interaction, physical by customers interact with service providers which create memorable events. Based on Oh et al. (2007) they examined four realms of customer experience consist of educational, entertainment, esthetics, and escapist. These items reflect definition of four realms of customer experience, educational experience refers to the absorption of customers to the events unfolding at a destination, which actively participating through interactive engagement of customers to learn something new.

Entertainment experience refers to the form that occurs when customers passively observe or absorb activities and/or performances of others such as watching local festival at destinations. Esthetics experience refers to the passively engage and immerse of customers with physical environment around them such as ambient conditions, aesthetic beauty of place, which create enjoy for tourists. Escapist experience refers to the actively participate and immerse in the events of customers to become part of the activity or occurrences in the real or virtual environment to get away from their daily life. Therefore, this research measures customer experience with four dimension twenty items.

Commitment

This research adapt the definition of commitment from Morgan and Hunt (1994) defined commitment as the enduring desire of buyers and sellers to continue a relationship whereby the customer willingly to maintaining relationships. Based on Jones et al. (2007) examined relationship between affective and continuance commitment with repurchase intentions and word of mouth. The definition of affective commitment refer to the tendency of customer to maintain a relationship with a service provider on the basis of their emotional attachment, positive feeling and identification with the service provider and continuance commitment refer to the tendency of customer to maintain a relationship with a service provider due to the significant anticipated switching costs, lack of alternatives or benefit that they receives. Therefore, this research measures affective and continuance commitment with four items.

Electronic Word of Mouth (eWOM)

This research adapt the definition of electronic word of mouth (eWOM) from Litvin et al. (2008) defined eWOM is defined as the act of exchanging experience from the tourist attraction of customer among consumers through Internet-based technology. eWOM can occur through many different online channels, such as

discussion forums, instant messaging, online communities, newsgroups, chat rooms, and social networking sites (e.g., Facebook, Twitter, and Instagram). Based on Goyette et al. (2010) examined eWOM scale consist of recommend, say positive and proud to say about the company to other people. Therefore, this research measures eWOM with three items.

Revisit Intention

This research adapt the definition of revisit intention from Baker and Crompton (2000) defined revisit intention as a stated likelihood of tourists' willingness to revisit a destination again. Based on Kim and Moon (2009) examined between pleasure-feeling and perceived service quality with revisit intention. Therefore, this research measures revisit intention with three items.

This research was using questionnaires as a tool for the survey. It is one of the most effective research instruments to study primary data for research. All measurement items for each construct are adapted from the existing literature based on reliability and relevance for this research to ensure that the questionnaire is well constructed, which can minimize errors in the responses. These measurement items and scales are designed as questionnaire to collect information about a customer experience by tourists.

As the questionnaire is based on an existing English-language scale, the English version draft was translated into Thai. To verify the accuracy, the double-blind back translation method was performed (Sinaiko and Brislin, 1973). Use back translation to ensure that representative samples which are target language native speakers will understand the same meaning as in the original language. Before the questionnaire is taken to pretest. The questionnaire was compared and evaluated by the committee in both the original language (English) and the target language (Thai), consisting of academics or researchers to check the accuracy of grammar meaning and language. Finally, a Thai-version of the questionnaire will be presented after the

translation is complete to ensure that future representative samples will understand all the questions.

Methodology

This research collected data with the survey questionnaire of which all constructs in the conceptual model were developed as scales from literature review. For creating credibility and accuracy, three academic experts reviewed and adjusted the measurement in the questionnaire for achieving the best possible scale measure. Following this further, a pre-test method was appropriately conducted to assert the validity and reliability of the questionnaires, in the final data analysis for testing hypotheses and assumptions with structural equation modeling (SEM).

Pre – test

Pre-test method was a small scale preliminary study conducted in order to evaluate questions and check for clear and accurate understanding. A researcher collected 30 questionnaires from tourists so as to ensure that respondents understood questions. The pre-test was also a good indication that data-collecting processes were possible before it actually took place. The results of testing reliability of all variable and constructs are shown that higher than 0.7. Cronbach's alpha of customer experience is 0.956, commitment is 0.916, electronic word of mouth is 0.904, and revisit intention is 0.921.

Validity and Reliability

The validity and reliability are the criteria on which the validity and credibility of the research results are considered, and are important in all research for the correct method. The truthfulness, credibility, or conviction of the results of the research relies on validity and reliability (Neuman, 2006).

Validity is the level that indicates the measurement which is used in the questionnaire can accurately and appropriately measure constructs that the researcher wants (Hair et al., 2010). Thus, validity is a consider when conducting research, because higher validity of the measure which is used in the questionnaire can lead to strong predictors of future behaviors (Piercy and Morgan, 1994). The absence of validity occurs if there is a non-fit between the constructs a researcher uses to describe, theorize, or analyze that which actually occurs (Neuman, 2006). Hence, this research tests the validity of measure which is used in the questionnaires to confirm that a measure or a set of measures accurately signifies the concept of the research by testing content, and construct validity.

Content validity. Content validity involves the systematic examination of the test content to determine whether it covers a representative sample of the variable content realm to be measured (Anastasi and Urbina, 1997). It means the degree to which the essence of the scale represents the construct being measured (Thoumrunroje, 2013). Content validity requires two or more experts in academic research to review and suggest better solutions to ensure that all questions are sufficient to cover the realm of variable content. With regard to the relevant theory and literature review, each of the items in a questionnaire will be individual evaluated by a specialist and related academic expert.

Construct validity. Construct validity refers to a set of measured items that truly reflects the theoretical latent construct that those items are design to measure (Hair et al., 2006). If the scale actually reflects and indicates its designated construct, then convergent validity and discriminant validities should be established. Convergent validity demonstrates items that are indicators of a specific construct converge or share a high proportion of variances in common (Hair et al., 2010). It is the accuracy of a scale in correlating with other scales that are designed to measure the same construct (Thoumrunroje, 2013). Discriminant validity is the extent to which a construct is truly distinct from other constructs (Hair et al., 2010). It is the accuracy of a scale in distinguishing itself from other scales to measure a different construct

(Thoumrungroje, 2013). In addition, factorial validity is also used to examine construct validity. Factorial validity tests by using factor analysis including exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) (Fisher et al., 1997). Factor analysis is applied to identify important factors, and reduce low correlated items. Exploratory factor analysis is used for constructs that are measured by new items, while confirmatory factor analysis is deployed for constructs that are measured by the item scales that are adapted from existing measurements. Moreover, to ensure the construct validity, the size of the factor loading must be greater than the 0.40 cut-off and be statistically significant (Nunnally and Berstein, 1994).

Reliability is the level of the measurement in the questionnaire that is true, and observed variables that are error-free, which designate the degree of internal consistency between the multiple variables (Hair et al., 2010). For examining the internal consistency or reliability of the constructs, Cronbach's alpha is widely used to evaluate the reliability (Hair et al., 2010). Additionally, Nunnally and Berstein (1994) suggested that Cronbach's alpha coefficients had to be greater than 0.70 and be widely accepted. Moreover, the minimum thresholds for item reliability are arbitrary, and generally set for an item-total correlation of 0.3-0.4 (Hair et al., 2010; Thoumrungroje, 2013).

Statistic Techniques

Before hypotheses testing, all of the raw data will be checked, encoded, and recorded in a data file. Then, structural equation modeling (SEM) is employed to analyze data and consider values as follows.

Correlation analysis is the basis to measure the strength of the linear dependence between two variables by the covariance of the two variables by the product of their standard deviation values is between +1 and -1 (Cohen, 1979). A bivariate-correlational analysis of Pearson's correlation is conducted in this research for examining the relationships between variables and checking the occurrence of

multicollinearity for the value of the correlation. It should equal or lower than 0.80. It indicates that multicollinearity is not problematic (Hair et al., 2010).

Confirmatory factor analysis (CFA) is to test the data fit a hypothesized measurement model. This hypothesized model is based on theory or previous analytic research. To test consistent with theory there are fit indices for confirmatory factor analysis and there is the use of structural equation modeling to test the conceptual model and all hypotheses. These are goodness of fit index (GFI), comparative fit index (CFI), normed fit index (NFI) and the root mean square error of approximation (RMSEA). GFI, CFI and NFI values should be 0.90 and above in order to understand the model fits the theory or not. Also for RMSEA, a value of 0.05 and below indicates a good fit (Baumgartner and Homburg, 1996; Bentler, 1990; Byrne, 2013; Hu and Bentler, 1999).

Summary

This chapter outlined the research methods used in this research, from selection to data collection, examining all constructs of the conceptual model, and answering the research questions. To be precise, this chapter included four main parts: (1) procedures for sample selection and data collection, (2) measurements and questionnaire design, (3) methodology, and (4) statistical techniques. Data were collected using a self-administered questionnaire, which was distributed to 600 tourists who visited Taladtongchom during their holidays. Moreover, a validity and reliability questionnaire is the primary instrument of data collection. This chapter also provides the measurements construct in the model, which are based on the existing literature. Structural equation modeling (SEM) is employed to analyze data. Finally, a summary of the constructs' definitions and the operational explanation is given in Table 6.

Table 6 Definitions and Operational Variables of Constructs

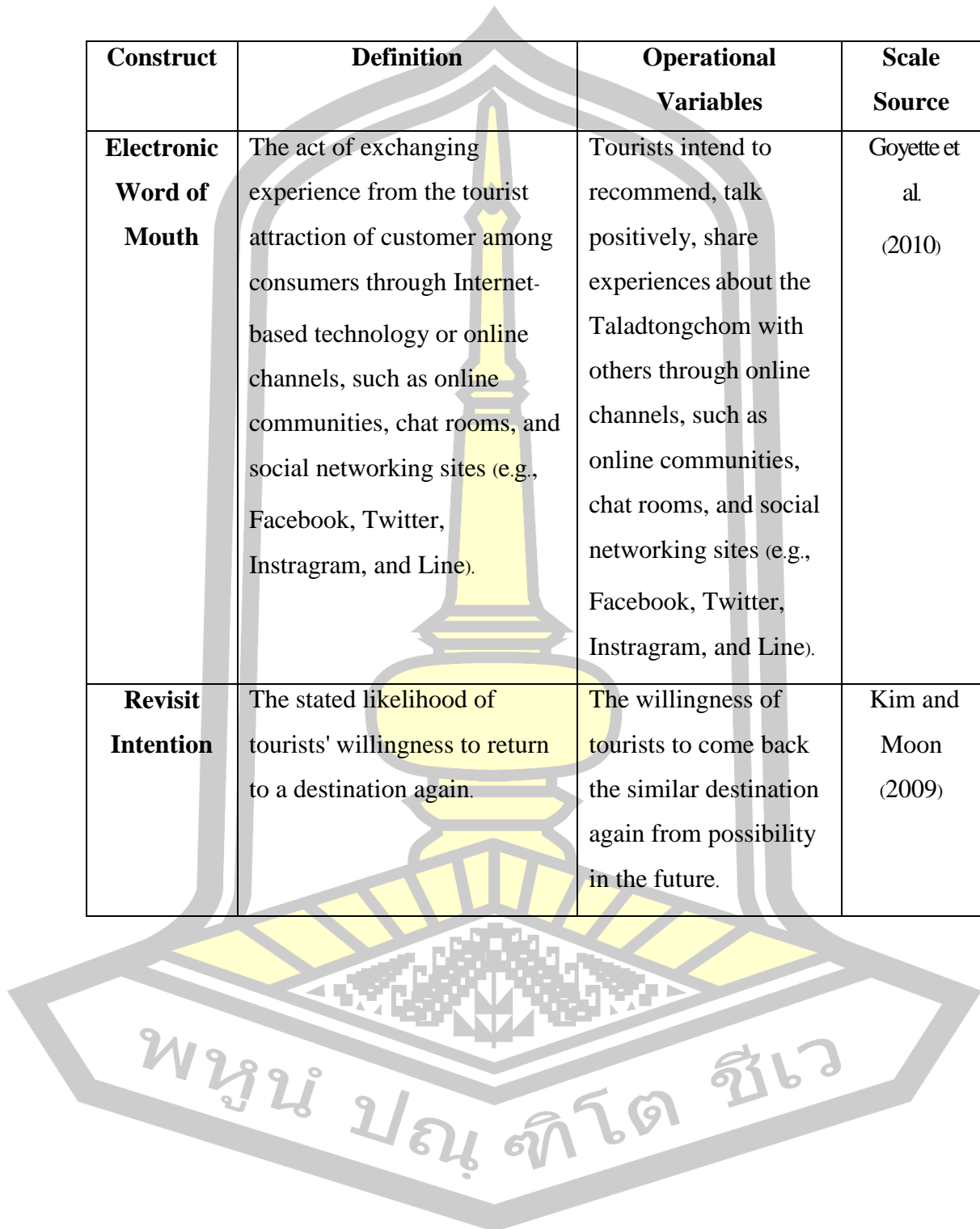
Construct	Definition	Operational Variables	Scale Source
Educational Experience	The absorption of tourists to the events unfolding at a destination, which actively participating through interactive engagement of tourists.	Tourists have been real learning experience, learn new things, more knowledgeable, and enhance skills as the result of visiting Taladthongchom	Oh et al. (2007)
Entertainment Experience	The form that occurs when customers passively observe or absorb activities and/or performances of others such as watching local festival at destinations.	Tourists have been entertained and captivated from watching participating activities in Taladtongchom	Oh et al. (2007)
Esthetics Experience	The passively engage and immerse of customers with physical environment around them such as ambient conditions, aesthetic beauty of place, which create enjoy for tourists.	Tourists are pleasant being in the destination environment because Taladtongchom is attractive, beautiful with unique design and nice ambience	Oh et al. (2007)

Table 6 Definitions and Operational Variables of Constructs (continued)

Construct	Definition	Operational Variables	Scale Source
Escapist Experience	The actively participate and immerse in the events of customers to become part of the activity or occurrences in the real or virtual environment to get away from their daily life.	The feeling of tourists to escape the daily routine and to be in a different world when tourists travel to Taladthongchom.	Oh et al. (2007)
Affective Commitment	The tendency of customer to maintain a relationship with a service provider on the basis of their emotional attachment, positive feeling and identification with the service provider.	The feelings of the tourists when visiting Taladtongchom are liking, enjoying and bonding as they feel comfortable with market.	Jones et al. (2007) and Sharma (2006)
Continuance commitment	The tendency of customer to maintain a relationship with a service provider due to the significant anticipated switching costs, lack of alternatives or benefit that they receives.	The feeling of the tourists at considering the costs that would result in terms of benefits, and lack of alternatives/option	Jones et al. (2007) and Sharma (2006)

Table 6 Definitions and Operational Variables of Constructs (continued)

Construct	Definition	Operational Variables	Scale Source
Electronic Word of Mouth	The act of exchanging experience from the tourist attraction of customer among consumers through Internet-based technology or online channels, such as online communities, chat rooms, and social networking sites (e.g., Facebook, Twitter, Instagram, and Line).	Tourists intend to recommend, talk positively, share experiences about the Taladtongchom with others through online channels, such as online communities, chat rooms, and social networking sites (e.g., Facebook, Twitter, Instagram, and Line).	Goyette et al (2010)
Revisit Intention	The stated likelihood of tourists' willingness to return to a destination again.	The willingness of tourists to come back the similar destination again from possibility in the future.	Kim and Moon (2009)



CHAPTER IV

DATA ANALYSIS

The previous chapter presented research methods which include the sample selection and procedure of data collection. Also, data analysis and hypotheses testing are described. Then, this chapter illustrates the results of data analysis and hypotheses testing which is organized. This chapter is organized as follows. Firstly, this chapter presents the characteristics of respondents and characteristics of tourist behavior. Secondly, demonstrate in testing observed variable in the conceptual framework including comparing the mean difference of each variable to test control variable, confirmatory factor analysis, descriptive statistic, normality test, and correlation analysis. Third, measurement model assessment and structural model assessment to investigate reliability and validity. Fourth, the hypothesis testing and results are detailed. Finally, the summary of all hypotheses testing is given in Table 45.

Respondent Characteristics

The respondents are tourists who visited Taladtongchom. The respondent characteristics are described by the demographic characteristics, including gender, age, marital status, level of education, occupation, and average monthly income per month. The demographic characteristics of 600 respondents are as the following. Approximately 66.17 percent of respondents are female. The span of age of respondents is 20 to 30 years old (35.00 percent). The majority of respondents are single (49.00 percent). A total of 50.00 percent earned a bachelor's degree. Of the respondents, 25.83 percent have occupation of company employees. Finally, the average monthly income of respondents is 10,001 to 15,000 baht (20.17 percent). Table 7 shows the frequency and percentage of respondent characteristics.

Table 7 Characteristics of Respondents

Characteristics		Frequency	Percent
1. Gender	Male	203	33.83
	Female	397	66.17
	Total	600	100.00
2. Age	Less than 20 years old	87	14.50
	20 - 30 years old	210	35.00
	31 - 40 years old	150	25.00
	41 - 50 years old	102	17.00
	More than 50 years old	51	8.50
	Total	600	100.00
3. Marital status	Single	294	49.00
	Have a Boyfriend / Girlfriend	110	18.33
	Married	196	32.67
	Total	600	100.00
4. Level of education	Lower than Bachelor's degree	252	42.00
	Bachelor's degree	300	50.00
	Higher than Bachelor's degree	48	8.00
	Total	600	100.00
5. Occupation	Student/Collegian	148	24.67
	Husband /Housewife	28	4.67
	Freelance	77	12.83
	Merchant	41	6.83
	Agriculturist	12	2.00
	Company Employees	155	25.83
	Government official/ State enterprise	139	23.17
	Total	600	100.00

Table 7 Characteristics of Respondents (Continued)

Characteristics		Frequency	Percent
6. Average salary per month	Less than 5,000 Baht	117	19.50
	5,000 - 10,000 Baht	90	15.00
	10,001 - 15,000 Baht	121	20.17
	15,001 - 20,000 Baht	83	13.83
	20,001 – 25,000 Baht	51	8.50
	25,001 – 30,000 Baht	38	6.33
	More than 30,000 Baht	100	16.67
Total		600	100.00

The result of the tourist behavior is as follow. Most of the number of times indicate that as visited more than 3 times (48.00 percent). The objectives of most tourism are to be shopping (25.07 percent). Most of the travelling is private vehicles (49.00 percent). Travel characteristics of most tourists will have 3-5 people traveling together (42.83) and traveling with family (40.67). Also, approximately 79.67 percent of total travel expenses is less than or equal 1,000 Baht. Finally, most tourists do not plan to stay nearby (78.83 percent). Table 8 show frequency and percentage of tourist behavior characteristics. Table 8 shows the frequency and percentage of Tourist Behavior.

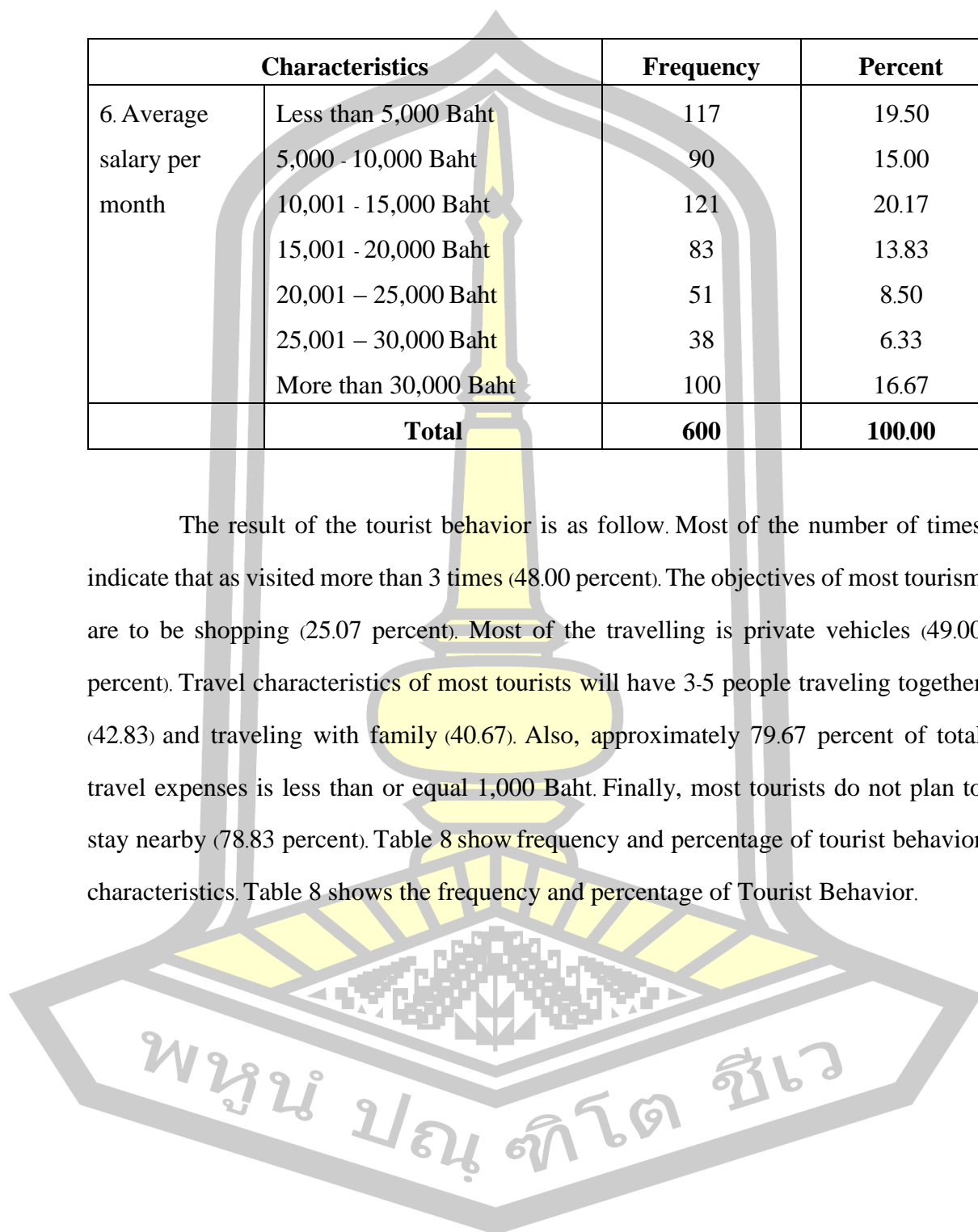


Table 8 Characteristics of Tourist Behavior

Characteristics		Frequency	Percent
1. The number of times	Never come	158	26.33
	Visited once	91	15.17
	Visited twice	63	10.50
	Visited more than 3 times	288	48.00
Total		600	100.00
2. Objectives of visiting	For shopping	352	25.07
	For travelling	290	20.66
	For local culture learning	338	24.07
	For relaxing	202	14.39
	For entertainment, such as to see performances	99	7.05
	For studying	40	2.85
	Just unplanning visit	83	5.91
Total		600	100.00
3. Travelling	Private vehicles	294	49.00
	Public transportation	110	18.33
	Tour agency	196	32.67
Total		600	100.00
4. The characteristics of traveling	Alone	28	4.67
	Two people	187	31.17
	3-5 people	257	42.83
	More than 5 people	128	21.33
Total		600	100.00

Table 8 Characteristics of Tourist Behavior (Continued)

Characteristics		Frequency	Percent
5. Companion	Family	244	40.67
	Friends	176	29.33
	Colleagues	74	12.33
	Spouse	78	13.00
Total		600	100.00
6. Cost of tourism	Less than or equal 1,000 Baht	478	79.67
	1,001 - 1,500 Baht	68	11.33
	1,501 - 2,000 Baht	28	4.67
	More than 2,000 Baht	26	4.33
Total		600	100.00
7. Plans to stay	Have a stay	127	21.27
	No stay	473	78.83
Total		600	100.00

Preliminary Analysis

The concept of preliminary analysis is to initially investigate all variables in the conceptual framework. This section also reveals the results of examining the validity of the observed variables in this study. The total numbers of the observed variable in this research are thirty-three. Variables in this study are classified into two groups: nineteen observed variables are exogenous variables, and fourteen observed variables are endogenous variables.

For exogenous variables, they are grouped into four constructs. They are educational experience (four variables), entertainment experience (four variables), esthetics experience (six variables), and escapist experience (five variables).

Endogenous variables are grouped into four constructs. They are affective

commitment (four variables), continuance commitment (four variables), electronic word of mouth (three variables), and revisit intention (three variables). Abbreviations of all constructs and observed variables in this research are presented in Table 9.

Table 9 Abbreviations of Exogenous Latent and Endogenous Latent Constructs and Variables

Constructs	Abbreviation	
	Construct	Observed Variable
Exogenous latent		
Educational Experience	EDU	Edu1, Edu2, Edu3, and Edu4
Entertainment Experience	ENT	Enter1, Enter2, Enter3, and Enter4
Esthetics Experience	EST	Esthe1, Esthe2, Esthe3, Esthe4, Esthe5, and Esthe6
Escapist Experience	ESC	Escap1, Escap2, Escap3, Escap4, and Escap5
Endogenous latent		
Affective Commitment	AFF	Affective1, Affective2, Affective3, and Affective4
Continuance commitment	CON	Contin1, Contin2, Contin3, and Contin4
Electronic Word of Mouth	EWOM	EWOM1, EWOM2, and EWOM3,
Revisit Intention	REV	Revisit1, Revisit2, and Revisit3

This section uses analysis of variance (ANOVA) to test the mean difference and confirmatory factor analysis (CFA) technique to test the validity of variable. Six variables (gender, age, marital status, level of education, occupation, and average monthly income per month.) are investigated mean differences among groups for each variable. The objective of testing the mean difference is to determine whether these six variables should be added to the model as control variables.

Comparing Mean Difference of Each Variable

This section presents of testing mean differences of six variable which are gender, age, marital status, level of education, occupation, and average monthly income per month by using the analysis of variance (ANOVA). If the finding does not significate difference of the mean of all variable, the six variables will not be added into the conceptual framework for depreciating complexity of the model.

Differences of Gender

In this study, test mean differences between different of gender. There are two variables including 1) male 2) female. Therefore, mean differences among two group are tested and the results are presented in Table 10. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs have equal variances across groups at a level of significance 0.05. The results of mean differences show that eight constructs do not have mean differences among gender at a level of significance 0.05. Therefore, it can be concluded from the analysis that different types of gender do not have a related to the analysis of models. Thus, this variable will be excluded from the model.

Table 10 Mean Difference among Gender

Construct	Levene's Test	F	p-value
EDU	.443	1.701	.193
ENT	.967	0.104	.748
EST	.760	0.026	.872
ESC	.752	0.708	.400
AFF	.469	0.045	.833
CON	.614	0.017	.897
EWOM	.443	3.112	.078
REVI	.859	0.633	.428

Note: ** is significate level at 0.05. *** significate level at 0.01

Differences in Age

In this study, test mean differences between different of age. There are five variables including 1) less than 20 years old 2) 20 – 30 years old 3) 31 - 40 years old 4) 41 - 50 years old 5) more than 50 years old. Therefore, mean differences among five group are tested and the results are presented in Table 11. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs have equal variances across groups at a level of significance 0.05. The results of mean differences show that eight constructs except EWOM do not have mean differences among age at a level of significance 0.05. Find that only the age group more than 50 years old is different from less than 20 years old and 20 - 30 years old. Therefore, it can be concluded from the analysis that age does not have an impact the analysis of both models. Thus, this variable will be excluded from the model.

Table 11 Mean Difference among Age

Construct	Levene's Test	F	p-value
EDU	.482	5.331	.498
ENT	.404	4.176	.818
EST	.919	4.393	.724
ESC	.646	1.526	.517
AFF	.294	3.189	.907
CON	.185	7.792	.272
EWOM	.053	4.101	.006***
REVI	.571	4.264	.211

Note: ** significate level at 0.05.

*** significate level at 0.01.

Differences of Marital Status

In this study, it tests the mean differences between different marital status. There are three variables including 1) single 2) have a boyfriend / girlfriend 3) Married. Therefore, mean differences among three group are tested and the results are presented in Table 12. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs have equal variances across groups at a level of significance 0.05. The results of mean differences show that eight constructs do not have mean differences among marital status at a level of significance 0.05. Therefore, it can be concluded from the analysis that different types of marital status do not have a related to the analysis of models. Thus, this variable will be excluded from the model.

Table 12 Mean Difference among Marital Status

Construct	Levene's Test	F	p-value
EDU	.492	1.938	.145
ENT	.056	2.795	.062
EST	.872	1.247	.288
ESC	.946	.692	.501
AFF	.702	1.399	.248
CON	.555	2.259	.105
EWOM	.435	1.138	.321
REVI	.578	.389	.678

Note: ** is significant level at 0.05.

*** significant level at 0.01.

Differences of Level of Education

In this study, test mean differences between different of level of education. There are three variables including 1) lower than Bachelor's degree 2) bachelor's degree 3) higher than Bachelor's degree. Therefore, mean differences among three group are tested and the results are presented in Table 13. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs except ESC have equal variances across groups at a level of significance 0.05. The results of mean differences show that four constructs (EDU, AFF, CON, and REVI) do not have mean differences among three education at a level of significance 0.05. Another four constructs (ENT, EST, ESC, and EWOM) have mean difference at least one group of education at a level of significance 0.05. Find that only the lower than Bachelor's degree is different from bachelor's degree. Therefore, it can be concluded from the analysis that education does not have an impact the analysis of both models. Thus, this variable will be excluded from the model.

Table 13 Mean Difference among Level of Education

Construct	Levene's Test	F	p-value
EDU	.246	3.051	.048**
ENT	.116	1.041	.354
EST	.296	2.083	.126
ESC	.029***	.213	.808
AFF	.659	3.312	.037**
CON	.349	8.086	.000***
EWOM	.387	.849	.428
REVI	.936	7.469	.001***

Note: ** significate level at 0.05. *** significate level at 0.01.

Differences of Occupation

In this study, test mean differences between different of occupation. There are seven variables including 1) student/collegian 2) husband/housewife 3) freelance 4) merchant 5) agriculturist 6) company employees 7) government official/ state enterprise. Therefore, mean differences among seven group are tested and the results are presented in Table 14. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs have equal variances across groups at a level of significance 0.05. The results of mean differences show that five constructs (ESC, AFF, CON, EWOM and REVI) do not have mean differences among seven occupation at a level of significance 0.05. Another three constructs (EDU, ENT, and EST) have mean difference at least one groups of occupation at a level of significance 0.05. Find that only the occupation groups of student/collegian is different from freelance. Therefore, it can be concluded from the analysis that occupation does not have an impact the analysis of both models. Thus, this variable will be excluded from the model.

Table 14 Mean Difference among Occupation

Construct	Levene's Test	F	p-value
EDU	.085	4.329	.000**
ENT	.369	6.414	.000**
EST	.191	4.820	.000**
ESC	.371	1.055	.389
AFF	.535	1.822	.093
CON	.414	1.626	.137
EWOM	.331	.684	.663
REVI	.463	1.042	.397

Note: ** significate level at 0.05. *** significate level at 0.01.

Differences of Average Salary per Month

In this study, test mean differences between different of average salary per month. There are seven variables including 1) less than 5,000 Baht 2) 5,000 - 10,000 Bath 3) 10,001 - 15,000 Bath 4) 15,001 – 20,000 Bath 5) 20,001 – 25,000 Bath 6) 25,001 – 30,000 Bath 7) more than 30,000 Baht. Therefore, mean differences among seven group are tested and the results are presented in Table 15. A basic assumption of ANOVA states that variances must be equal across groups. The finding of Levene's test shows that all eight constructs have equal variances across groups at a level of significance 0.05. The results of mean differences show that five constructs (ENT, EST, ESC, CON, and EWOM) do not have mean differences among seven average salary per month at a level of significance 0.05. Another three constructs (EDU, CON, and EWOM) have a mean that at least one group has a mean difference of average salary per month at a level of significance 0.05. Find that only the average salary per month more than 30,000 baht is different from less than 5,000 baht and 5,000 - 10,000 bath. Therefore, it can be concluded from the analysis that average salary per month does not have an impact the analysis of both models. Thus, this variable will be excluded from the model.

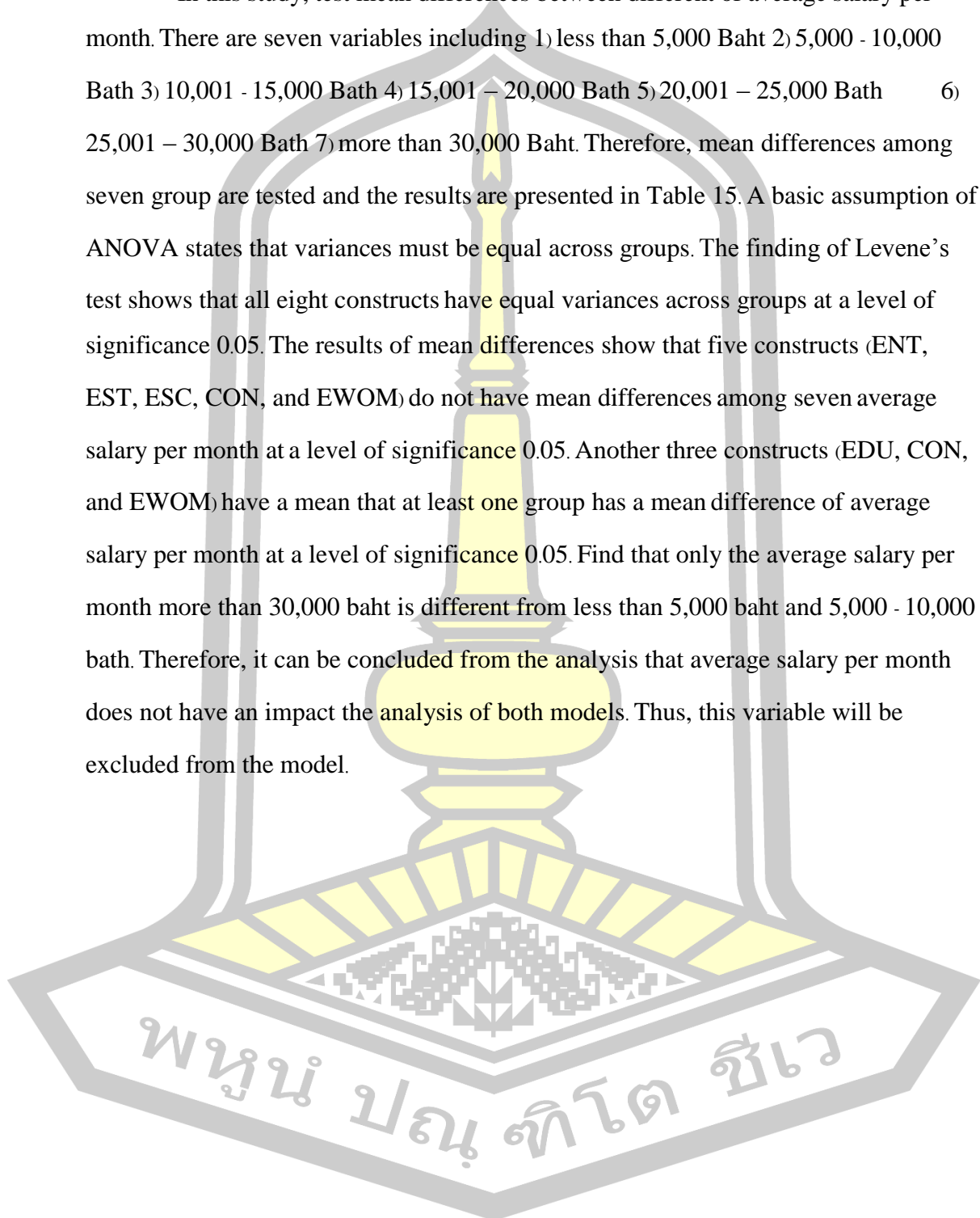


Table 15 Mean Difference among Average Salary per Month

Construct	Levene's Test	F	p-value
EDU	.308	2.173	.044**
ENT	.757	1.015	.414
EST	.736	1.302	.254
ESC	.264	.619	.715
AFF	.912	.738	.619
CON	.954	4.560	.000***
EWOM	.125	2.243	.038**
REVI	.162	.231	.966

Note: ** significate level at 0.05. *** significate level at 0.01

Confirmatory Factor Analysis (CFA)

In this section, the study shows confirmatory factor analysis of all constructs base on educational experience, entertainment experience, esthetics experience, escapist experience, affective commitment, continuance commitment, electronic word of mouth, and revisit intention conceptual frameworks. This research use confirmatory factor analysis (CFA) technique to test validity of observed variables in this study.

Educational Experience

Educational experience (EDU) construct is measured by four observed variables (EDU1-EDU4). Correlation matrix, means, and standard deviation are shown in Table 16. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.667 which is the correlation between EDU1 and EDU4, and the highest correlation is 0.811 which is the correlation between EDU1 and EDU2. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 16 Show Correlation Matrix, Means, and Standard Deviation of Educational Experience Construct

Variables	EDU1	EDU2	EDU3	EDU4
Mean	3.87	3.83	3.78	3.88
S.D.	0.798	0.805	0.815	0.789
EDU1	1.000			
EDU2	0.811**	1.000		
EDU3	0.726**	0.783**	1.000	
EDU4	0.667**	0.680**	0.711**	1.000

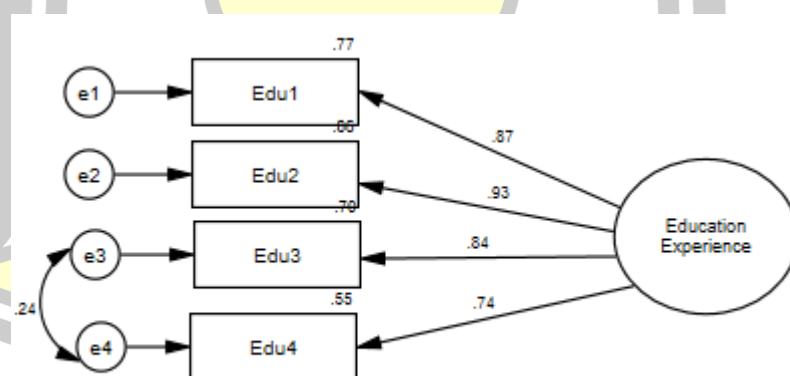
Note: ** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 1 and table 17. In figure 3, in this research fixes parameter EDU2 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of EDU is 0.611. Table 17 show that Chi-Square test is not significantly different from zero at a level 0.05 ($\chi^2 = 4.282$, $p = 0.207$), $\chi^2/df = 4.282$, root mean square error of approximation (RMSEA) is 0.074 and goodness of fit index (GFI) is 0.996.

However, the measurement model is mostly evaluated like any other structural equation modeling by using chi-square statistic (χ^2) and goodness-of-fit statistical measures. The criteria of chi-square statistics aims to ascertain non-significant results ($p\text{-value} > 0.05$). The $p\text{-value}$ is lower than 0.05 that suggests a rejection of a hypothesis that estimated covariance matrix is equal to the observed covariance matrix. Since the chi-square statistic is sensitive to the likelihood ratio test to sample size and large sample sizes can increase the Chi-square value of the measurement model even when the difference between estimated and observed

covariance matrix is the same. Therefore, the chi-square is not considered as an important criteria in this study. Moreover, Fornell and Larcker (1981) suggests that researchers should consider other fit indices. All other fit indices value GFI, NFI, CFI, IFI and RFI, are greater than 0.90 which suggests a good fit of the model. RMSEA is lower than 0.1 which also supports the good fit of the model. Therefore, these fit indices demonstrate a good fit between an estimated and an observed covariance matrix of the measurement model. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.743 (EDU4) to 0.927 (EDU2). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.552 (EDU4) to 0.860 (EDU2). It can be concluded that all observed variables should be included in the further analysis.

Figure 3 The Results of CFA of Educational Experience



Chi-square=4.282, df=1, p=0.039
 χ^2 /df = 4.282, gfi=0.996, rmsea=0.074

Table 17 Standardized Factor Loading, t-value, and R² of Educational Experience

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
EDU1	0.875	0.030	30.904***	0.766
EDU2	0.927	-	-	0.860
EDU3	0.839	0.034	28.538***	0.704
EDU4	0.743	0.035	22.563***	0.552
$\chi^2/df = 4.282$ $p = 0.039$ $GFI = 0.996$ $RMSEA = 0.074$				

Note: *** is significant level at 0.01.

Entertainment Experience

Entertainment experience (ENT) construct is measured by ten observed variables (ENT1-ENT4). Correlation matrix, means, and standard deviation are shown in Table 18. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.651 which is the correlation between ENT1 and ENT4, and the highest correlation is 0.748 which is the correlation between ENT2 and ENT3. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

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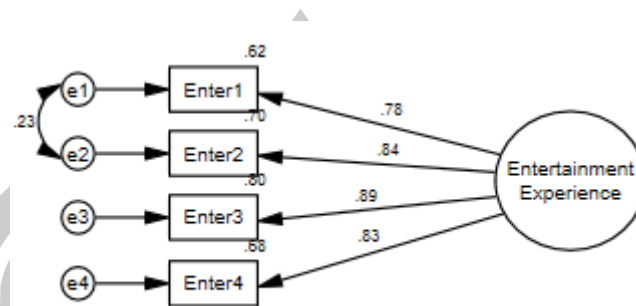
Table 18 Show Correlation Matrix, Means, and Standard Deviation of Entertainment Experience Construct

	ENT1	ENT2	ENT3	ENT4
Mean	3.88	4.06	3.92	3.93
S.D.	0.646	0.689	0.850	0.784
ENT1	1.000			
ENT2	0.735***	1.000		
ENT3	0.700***	0.748***	1.000	
ENT4	0.651***	0.688***	0.739***	1.000

Note: *** is significant level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 2 and table 19. In figure 4, in this research fixes parameter (ENT3) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is an easier comparison of a magnitude of highest reliability between observed variables in the model. Covariance of ENT is 0.479. Table 19 show that Chi-Square test is not significantly different from zero at a level 0.05 ($\chi^2 = 0.122$, $p = 0.729$), $\chi^2/df = 0.122$, root mean square error of approximation (RMSEA) is 0.000 and goodness of fit index (GFI) is 1.000. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.784 (ENT1) to 0.894 (ENT3). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by the observed variable. R^2 has ranged from 0.615 (ENT1) to 0.800 (ENT3). It can be concluded that all observed variables should be included in the further analysis.

Figure 4 The Results of CFA of Entertainment Experience



Chi-square=0.122, df=1, p=0.729
 $\chi^2/df = 0.122$, gfi=1.000, rmsea=0.000

Table 19 Standardized Factor Loading, t-value, and R² of Entertainment Experience

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
ENT1	0.784	0.039	22.449***	0.615
ENT2	0.835	0.036	24.941***	0.698
ENT3	0.894	-	-	0.800
ENT4	0.826	0.038	25.235***	0.682
$\chi^2/df = 0.122$ p = 0.729 GFI = 1.000 RMSEA = 0.000				

Note: *** is significant level at 0.01.

Esthetics Experience

Esthetics experience (EST) construct is measured by five observed variables (EST1-EST6). Correlation matrix, means, and standard deviation are shown in Table 20. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.632 which is the correlation between EST1 and EST4, and the highest correlation is 0.744 which is the correlation between EST1 and EST2. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 20 Show Correlation Matrix, Means, and Standard Deviation of Esthetics Experience

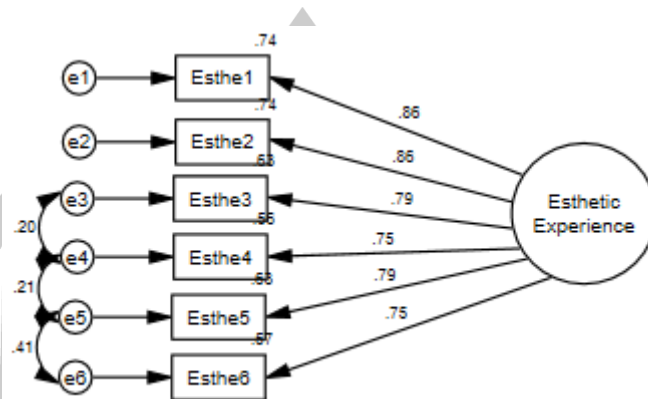
	EST1	EST2	EST3	EST4	EST5	EST6
Mean	4.00	4.05	4.07	3.88	4.03	4.09
S.D.	.784	.767	.760	0.816	0.755	0.755
EST1	1.000					
EST2	0.744**	1.000				
EST3	0.661**	0.701**	1.000			
EST4	0.632**	0.637**	0.678**	1.000		
EST5	0.688**	0.658**	0.634**	0.688**	1.000	
EST6	0.657**	0.632**	0.586**	0.589**	0.763**	1.000

Note: *** is significant level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 3 and table 21. In figure 5, in this research fixes parameter (EST2) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005).

The benefit of a fixed parameter is an easier comparison of a magnitude of highest reliability between observed variables in the model. Covariance of EST is 0.403. Table 21 show that Chi-Square test is significantly different from zero at a level 0.05 ($\chi^2 = 13.497$, $p = 0.036$), $\chi^2/df = 2.250$, root mean square error of approximation (RMSEA) is 0.046 and goodness of fit index (GFI) is 0.993. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.749 (EST4) to 0.860 (EST2). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.561 (EST4) to 0.740 (EST2). It can be concluded that all observed variables should be included in the further analysis.

Figure 5 The Results of CFA of Esthetics Experience



Chi-square=13.497, df=6, p=0.036
 $\chi^2/df = 2.250$, gfi=0.993, rmsea=0.046

Table 21 Standardized Factor Loading, t-value, and R² of Esthetics Experience

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
EST1	0.858	0.039	26.153***	0.736
EST2	0.860	-	-	0.740
EST3	0.793	0.040	23.090***	0.629
EST4	0.749	0.044	21.046***	0.561
EST5	0.792	0.039	23.046***	0.627
EST6	0.753	0.040	21.375***	0.567
$\chi^2/df = 2.250$ p = 0.036 GFI = 0.993 RMSEA = 0.046				

Note: ** is significant level at 0.01.

Escapist Experience

Escapist experience (ESC) construct is measured by five observed variables (ESC1-ESC5). Correlation matrix means, and the standard deviation is shown in Table 22. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.602 which is the correlation between ESC1 and ESC4, and the highest correlation is 0.731 which is the correlation between ESC1 and ESC2. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 22 Show Correlation Matrix, Means, and Standard Deviation of Escapist Experience

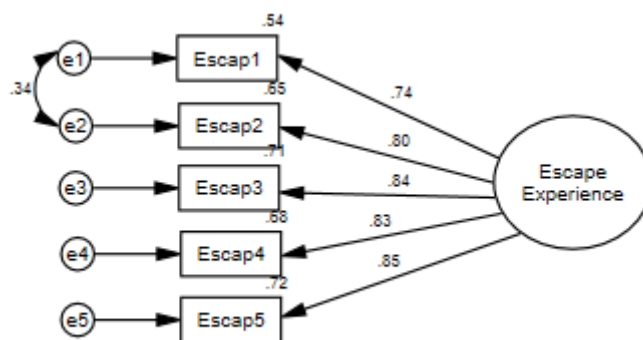
	ESC1	ESC2	ESC3	ESC4	ESC5
Mean	3.74	3.79	3.82	3.77	3.82
S.D.	0.793	0.761	0.794	0.837	0.778
ESC1	1.000				
ESC2	0.731**	1.000			
ESC3	0.613**	0.693**	1.000		
ESC4	0.602**	0.664**	0.690**	1.000	
ESC5	0.642**	0.668**	0.712**	0.712**	1.000

Note: *** is significant level at 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 4 and table 23. In figure 6, in this research fixes parameter (ESC4) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of ESC is 0.447. Table 23 shows that Chi-Square test is not significantly different from zero at a

level 0.05 ($\chi^2 = 7.672$, $p = 0.104$), $\chi^2/df = 1.918$, root mean square error of approximation (RMSEA) is 0.039 and goodness of fit index (GFI) is 0.995. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.738 (ESC1) to 0.851 (ESC5). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.544 (ESC1) to 0.724 (ESC5). It can be concluded that all observed variables should be included in the further analysis.

Figure 6 The Results of CFA of Escapist Experience



Chi-square = 7.672, df = 4, p=0.104

$\chi^2/df = 1.918$, $gfi=0.995$, $rmsea=0.039$

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Table 23 Standardized Factor Loading, t-value, and R² of Escapist Experience

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
ESC1	0.738	0.043	19.776***	0.544
ESC2	0.804	0.040	22.314***	0.646
ESC3	0.841	0.040	23.846***	0.707
ESC4	0.827	-	-	0.648
ESC5	0.851	0.039	24.209***	0.724
$\chi^2/df = 1.918$ $p = 0.104$ $GFI = 0.995$ $RMSEA = 0.039$				

Note: *** is significant level at 0.01.

Affective Commitment

Affective commitment (AFF) construct is measured by five observed variables (AFF1-AFF4). Correlation matrix means, and the standard deviation is shown in Table 24. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.655 which is the correlation between AFF2 and AFF4, and the highest correlation is 0.732 which is the correlation between AFF3 and AFF4. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 24 Show Correlation Matrix, Means, and Standard Deviation of Affective Commitment

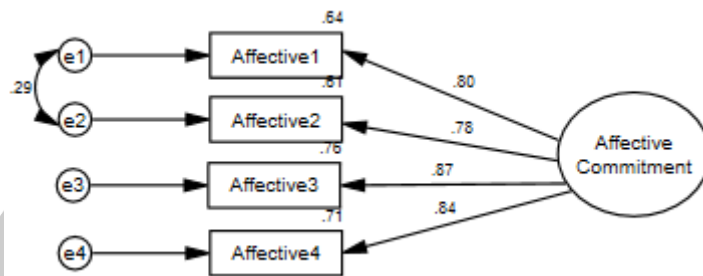
	AFF1	AFF2	AFF3	AFF4
Mean	3.78	3.57	3.87	3.79
S.D.	0.835	0.860	0.763	0.811
AFF1	1.000			
AFF2	0.731***	1.000		
AFF3	0.692***	0.683***	1.000	
AFF4	0.674***	0.655***	0.732***	1.000

Note: *** is significate level at 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 5 and table 25. In figure 7, in this research fixes parameter (AFF1) to 1 as a reference indicator of the model. The selection of variables as a reference an indicator should be performed with the highest reliability observation variable in the model (Kline, 2005).

The benefit of a fixed parameter is an easier comparison of a magnitude of highest reliability between observed variables in the model. Covariance of AFF is 0.611. Table 25 shows that Chi-Square test is not significantly different from zero at a level 0.05 ($\chi^2 = 0.198$, $p = 0.657$), $\chi^2/df = 0.198$, root mean square error of approximation (RMSEA) is 0.000 and goodness of fit index (GFI) is 1.000. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.782 (AFF2) to 0.820 (AFF3). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.612 (AFF2) to 0.757 (AFF3). It can be concluded that all observed variables should be included in the further analysis.

Figure 7 The Results of CFA of Affective Commitment



Chi-square=0.198, df=1, p=0.657
 $\chi^2/df = 0.198$, gfi=1.000, rmsea=0.000

Table 25 Standardized Factor Loading, t-value, and R² of Affective Commitment

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
AFF1	0.798	-	-	0.636
AFF2	0.782	0.042	24.255***	0.612
AFF3	0.870	0.045	22.188***	0.757
AFF4	0.842	0.047	21.698***	0.709
$\chi^2/df = 0.198$ p = 0.657 GFI = 1.000 RMSEA = 0.000				

Note: *** is significant level at 0.01.

Continuance Commitment

Continuance commitment (CON) construct is measured by four observed variables (CON1-CON4). Correlation matrix means, and the standard deviation is shown in Table 26. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.317 which is the correlation between CON1 and CON3, and the highest correlation is 0.654 which is the correlation between CON1 and CON2. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

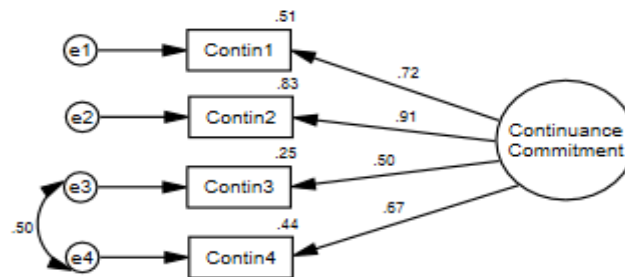
Table 26 Show Correlation Matrix, Means, and Standard Deviation of Continuance Commitment

	Acti1	Acti2	Acti3	Acti4
Mean	3.89	3.73	3.28	3.48
S.D.	0.820	0.868	1.105	0.963
CON1	1.000			
CON2	0.654***	1.000		
CON3	0.317***	0.463***	1.000	
CON4	0.483***	0.606***	0.653***	1.000

Note: *** is significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 6 and table 27. In figure 8, in this research fixes parameter (CON4) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of CON is 0.469. Table 27 shows that Chi-Square test is significantly different from zero at a level 0.05 ($\chi^2=4.692$, $p=0.030$), $\chi^2/df=4.692$, root mean square error of approximation (RMSEA) is 0.079 and goodness of fit index (GFI) is 0.996. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.496 (CON3) to 0.914 (CoN2). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.246 (CON3) to 0.835 (CON2). It can be concluded that all observed variables should be included in the further analysis.

Figure 8 The Results of CFA of Continuance Commitment



Chi-square=4.692, df=1, p=0.030
 $\chi^2/df = 4.692$, gfi=0.996, rmsea=0.079

Table 27 Standardized Factor Loading, t-value, and R² of Continuance Commitment

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
CON1	0.716	0.061	15.044***	0.512
CON2	0.914	0.085	14.584***	0.835
CON3	0.496	0.058	14.757***	0.246
CON4	0.666	-	-	0.443
$\chi^2/df = 4.692$ p = 0.030 GFI = 0.996 RMSEA = 0.079				

Note: *** is significant level at 0.01.

Electronic Word of Mouth

Electronic word of mouth (EWOM) construct is measured by five observed variables (EWOM1- EWOM3). Correlation matrix means and standard deviation are shown in Table 28. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.738 which is the correlation between EWOM1 and EWOM2, and the highest correlation is 0.821 which is the correlation between EWOM2 and EWOM3. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

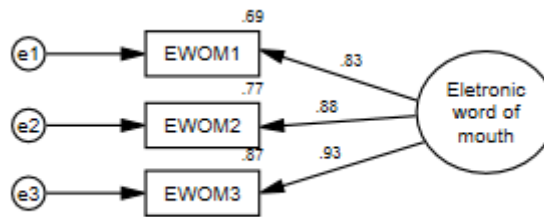
Table 28 Show Correlation Matrix, Means, and Standard Deviation of Electronic Word of Mouth

	EWOM1	EWOM2	EWOM3
Mean	3.70	3.81	3.78
S.D.	1.005	0.913	0.944
EWOM1	1.000		
EWOM2	0.738***	1.000	
EWOM3	0.766***	0.821***	1.000

Note: *** is significant level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 7 and table 29. In figure 9, in this research fixes parameter (EWOM3) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of EWOM is 0.766. Table 29 shows that Chi-Square test is not significantly different from zero at a level 0.05 ($\chi^2 = 1.991$, $p=0.158$), $\chi^2/df= 1.991$, root mean square error of approximation (RMSEA) is 0.041 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.828 (EWOM1) to 0.931 (EWOM3). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.686 (EWOM1) to 0.867 (EWOM3). It can be concluded that all observed variables should be included in the further analysis.

Figure 9 The Results of CFA of Electronic Word of Mouth



Chi-square = 1.991 , df=1, p=0.158
 $\chi^2/df = 1.991$, gfi=0.998, rmsea=0.041

Table 29 Standardized Factor Loading, t-value, and R² of Electronic Word of Mouth

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
EWOM1	0.828	0.031	30.026***	0.686
EWOM2	0.879	0.030	30.706***	0.772
EWOM3	0.931	-	-	0.867
$\chi^2/df = 1.991$ p = 0.158 GFI = 0.998 RMSEA = 0.041				

Note: *** is significant level at 0.01.

Revisit Intention

Revisit intention (REV) construct is measured by three observed variables (REV1- REV3). Correlation matrix means and standard deviation are shown in Table 30. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.803 which is the correlation between REV1 and REV5, and the highest correlation is 0.883 which is the correlation between REV3 and REV4. It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

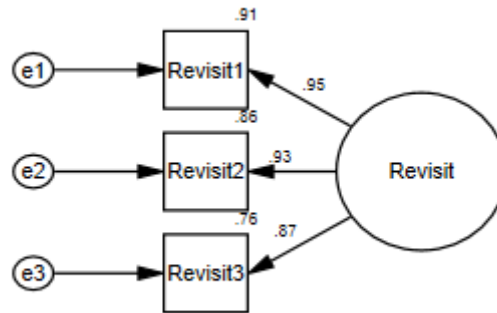
Table 30 Show Correlation Matrix, Means, and Standard Deviation of Revisit Intention

	REV1	REV2	REV3
Mean	4.02	4.03	3.98
S.D.	0.765	0.755	0.791
REV1	1.000		
REV2	0.833***	1.000	
REV3	0.822***	0.803***	1.000

Note: *** is significant level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 8 and table 31. In figure 10, in this research fixes parameter (REV2) to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is an easier comparison of a magnitude of highest reliability between observed variables in the model. Covariance of REV is 0.483. Table 31 shows that Chi-Square test is not significantly different from zero at a level 0.05 ($\chi^2 = 1.303$, $p=0.254$), $\chi^2/df = 1.303$, root mean square error of approximation (RMSEA) is 0.022 and goodness of fit index (GFI) is 0.999. It can be implied that there is a goodness of fit between observed data and estimated model. The standardized factor loading of each observed variable has ranged from 0.870 (REV3) to 0.952 (REV1). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.758 (REV3) to 0.905 (REV1). It can be concluded that all observed variables should be included in the further analysis.

Figure 10 The Results of CFA of Revisit Intention



Chi-square = 1.303, df=1, p=0.254
 $\chi^2/df = 1.303$, gfi = 0.999, rmsea=0.022

Table 31 Standardized Factor Loading, t-value, and R² of Revisit Intention

Variables	Factor Loading			R ²
	Standardized Factor Loading	S.E.	t	
REV1	0.951	0.023	45.957***	0.905
REV2	0.928	-	-	0.857
REV3	0.866	0.030	33.032***	0.758
$\chi^2/df = 1.302$ p = 0.254 GFI = 0.999 RMSEA = 0.022				

Note: *** is significant level at 0.01

Normality test of data

In this section, the questionnaire's items are subjected to a normality test for any deviation from normal distribution by comparing the z score of the skewness and kurtosis value with the specified critical value which is ± 1.96 (correspond to a 95% significance level) and ± 2.58 (correspond to a 99% significance level). Skewness is a measure of the symmetry of a distribution around a mean of an item. An item will have a normal distribution if it has value of skewness range within two times of the standard error. If the skewness value of the item exceeds two times its standard error, the item is said to have non-normality distribution with significance degree. Kurtosis is a measure

of the peakedness or flatness of a distribution when compared to a normal distribution shape. An item will have a normal distribution if it has value of kurtosis within two times of its standard error. If the kurtosis value of the item exceeds two times its standard error, the item is said to have non-normality distribution with significance degree.

Descriptive statistics

Descriptive statistics which are mean (\bar{X}), Median, Standard deviation (S.D.), skewness (Skew), standard error of skewness (S.E.), kurtosis and standard error of kurtosis (S.E. kur) in customer experience, commitment, electronic word of mouth and revisit intention conceptual framework are shown in Table 32.

Table 32 Descriptive Statistic of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention

Construct	\bar{X}	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
EDU	3.84	4.00	0.724	-0.422***	0.100	0.300***	0.199
EDU1	3.87	4.00	0.798	-0.261***	0.100	-0.263***	0.199
EDU2	3.83	4.00	0.805	-0.418***	0.100	0.308***	0.199
EDU3	3.78	4.00	0.851	-0.369***	0.100	0.047***	0.199
EDU4	3.88	4.00	0.929	-0.371***	0.100	0.092***	0.199
ENT	3.95	4.00	0.690	-0.226***	0.100	-0.393***	0.199
ENT1	3.88	4.00	0.787	-0.294***	0.100	-0.254***	0.199
ENT2	4.06	4.00	0.748	-0.402***	0.100	-0.145***	0.199
ENT3	3.92	4.00	0.780	-0.247***	0.100	-0.402***	0.199
ENT4	3.99	4.00	0.805	-0.280***	0.100	-0.380***	0.199
EST	4.02	4.00	0.655	-0.492***	0.100	0.338***	0.199
EST1	4.00	4.00	0.784	-0.361***	0.100	-0.346***	0.199
EST2	4.05	4.00	0.767	-0.419***	0.100	-0.214***	0.199
EST3	4.04	4.00	0.760	-0.481***	0.100	0.083***	0.199
EST4	3.88	4.00	0.816	-0.362***	0.100	-0.088***	0.199

Table 32 Descriptive Statistic of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention (Continue)

Construct	\bar{X}	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
EST5	4.03	4.00	0.755	-0.441***	0.100	-0.004***	0.199
EST6	4.09	4.00	0.755	-0.508***	0.100	-0.138***	0.199
ESC	3.79	3.80	0.681	-0.171***	0.100	0.097***	0.199
ESC1	3.74	4.00	0.793	-0.074***	0.100	-0.138***	0.199
ESC2	3.79	4.00	0.761	-0.327***	0.100	0.231***	0.199
ESC3	3.82	4.00	0.794	-0.308***	0.100	0.008***	0.199
ESC4	3.77	4.00	0.837	-0.243***	0.100	-0.104***	0.199
ESC5	3.82	4.00	0.778	-0.145***	0.100	-0.283***	0.199
AFF	3.75	4.00	0.718	-0.316***	0.100	0.018***	0.199
AFF1	3.78	4.00	0.835	-0.369***	0.100	0.062***	0.199
AFF2	3.57	4.00	0.860	-0.271***	0.100	-0.057***	0.199
AFF3	3.87	4.00	0.763	-0.276***	0.100	-0.043***	0.199
AFF4	3.79	4.00	0.811	-0.330***	0.100	0.151***	0.199
CON	3.59	4.00	0.879	-0.446***	0.100	0.082***	0.199
CON1	3.89	4.00	0.820	-0.354***	0.100	-0.136***	0.199
CON2	3.73	4.00	0.868	-0.250***	0.100	-0.240***	0.199
CON3	3.28	4.00	1.105	-0.358***	0.100	-0.441***	0.199
CON4	3.48	4.00	0.963	-0.355***	0.100	-0.144***	0.199
EWOM	3.76	4.00	0.879	-0.623***	0.100	0.309***	0.199
EWOM1	3.70	4.00	1.005	-0.652***	0.100	0.214***	0.199
EWOM2	3.81	4.00	0.913	-0.690***	0.100	0.472***	0.199
EWOM3	3.78	4.00	0.944	-0.640***	0.100	0.284***	0.199

Table 32 Descriptive Statistic of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention (Continue)

Construct	\bar{X}	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
REV	4.01	4.00	0.726	-0.446***	0.100	0.082***	0.199
REV1	4.02	4.00	0.765	-0.418***	0.100	-0.006***	0.199
REV2	4.03	4.00	0.755	-0.359***	0.100	-0.252***	0.199
REV3	3.99	4.00	0.791	-0.461***	0.100	0.112***	0.199

Note: * is significant level at 0.10.
 ** is significant level at 0.05.
 *** is significant level at 0.01.

Means of all variables in Table 32 range from 3.28 to 4.09. Medians of almost all variables are approximately equaled with their means. The sample data shows signs of kurtosis which refers to the peakness of the distribution compared with the normal distribution or skewness which used to describe the balance of the distribution. To meet the underlying assumption of SEMs a variable should have a normal distribution for reliable results of data analysis. The finding shows that the almost constructs is significant in skewness and kurtosis test. Thus, the data of customer experience, commitment, electronic word of mouth and revisit intention framework may encounter a problem of non-normal distribution of variables and constructs. However, the effect of sample size is important and should bring into consideration when discussing the non-normality of the data (Hair et al., 2006). In large sample sizes (more than 200), the effect of sample size itself can reduce the detrimental effects of non-normality. Moreover, constructs are robustness and are not impacted by a non-normal distribution. An estimating parameter of in SEM via Maximum likelihood estimation (ML) is convergence and has proper solutions when the sample size is large enough (Boomsma and Hoogland, 2001). Therefore, in this study even though the sample data shows some sign of non-normality, no remedy for non-normality is necessary and all the data are proceed to structural equation modeling technique.

Correlation Analysis

The Pearson correlation for bivariate analysis of each variable pair is conducted in this research. The correlation analysis results show a multicollinearity problem and explore the relationships among the variable. Correlation matrices of customer experience, commitment, electronic word of mouth, and revisit intention conceptual framework are shown in Table 33 and 34. A correlation matrix displays the correlations among eight construct which indicate the relative strength and direction of a linear relationship among constructs in a correlation matrix.

Table 33 Correlation Matrix of All Constructs

	EDU	ENT	EST	ESC	AFF	CON	EWOM	REV
Mean	3.84	3.95	4.02	3.79	3.75	3.59	3.76	4.01
S.D.	0.724	0.690	0.655	0.681	0.718	0.756	0.879	0.727
EDU	0.713							
ENT	0.606***	0.697						
EST	0.666***	0.732***	0.632					
ESC	0.515***	0.545***	0.617***	0.655				
AFF	0.570***	0.568***	0.660***	0.655***	0.678			
CON	0.485***	0.464***	0.525***	0.522***	0.649***	0.511		
EWOM	0.458***	0.427***	0.500***	0.440***	0.557***	0.432***	0.778	
REV	0.534***	0.527***	0.630***	0.512***	0.644***	0.527***	0.562***	0.837

Note: The average variance extracted of each construct is on the diagonal.

*** significate level at 0.01.

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Table 34 Correlation Matrix among Latent Variables

	CE	COM	EWOM	REV
Mean	3.978	4.265	3.76	4.01
S.D.	0.650	0.598	0.879	0.727
CE	1.000			
COM	0.728***	1.000		
EWOM	0.543***	0.543***	1.000	
REV	0.657***	0.643***	0.562***	1.000

Note: ** significant level at 0.01.

Therefore, the correlation matrix can prove the correlation between the two variable and verify the multicollinearity problems by the inter-correlations among the independent variables. The results indicate no multicollinearity problems in this study. And the result is lower at 0.80 (Hair et al., 2006). Accordingly, the evidence suggests that there are significant relationships among the customer experience, commitment, electronic word of mouth, and revisit intention ($r = 0.432$ to 0.732 , $P < 0.01$).

Measurement Model Assessment

In this study, tests the reliability and validity of a measurement model of customer experience, commitment, electronic word of mouth, and revisit intention.

The objective of measurement model assessment is to evaluate the reliability and the validity of observed variables and constructs to increase the quality of input of a structural model.

Reliability Test

Reliability measures the internal consistency of a set of variables of a latent construct. High reliability of a construct demonstrates high opportunity of all variables in a construct to measure the same thing (Hair et al., 2006). Reliability has a value between 0 and 1. Reliability of all constructs in this study is tested by using Cronbach's alpha (α) (Cronbach, 1951). The rule of thumb is that Cronbach's alpha should be higher than 0.7 for adequate internal consistency (Nunnally and Bernstein, 1994). The results of testing reliability of all variable and constructs are shown in Table 35. The reliability indices range from 0.797 to 0.956 for customer experience, commitment, electronic word of mouth and revisit intention.

Table 35 Reliability coefficients of the main constructs

Construct	Number of variables	Cronbach's alpha
Exogenous		
Customer Experience		0.956
Educational experience	4 Items	0.923
Entertainment Experience	4 Items	0.928
Esthetics Experience	6 Items	0.919
Escapist Experience	5 Items	0.908
Endogenous		
Commitment		0.916
Affective Commitment	4 Items	0.928
Continuance Commitment	4 Items	0.797
Electronic Word of Mouth	3 Items	0.904
Revisit Intention	3 Items	0.921
Overall Questionnaire		0.970

Note: N= 30

Validity Test

The confirmatory factor analysis is used to assess the validity of a measurement model. For CFA the aim of applying CFA is to test how well the construct validity developed from prior research (Carlo and Randall, 2002). Also, Nunnally and Berstein (1994) suggested that all constructs should have factor loading that is greater than 0.40. Another objective of CFA is to assess a measurement model. This assessment is to test the reliability and the validity of constructs.

For testing the reliability of each variable, composite reliability (R^2) is used to test the reliability of each variable. This measure demonstrates how well variables serve as measurement items for constructs, whereas R^{2s} has a value between 0.00 and 1.00, the value of R^2 from 0.30 to 0.50 is acceptable (Moore et al., 2013).

A significant value reveals a good measurement item for constructs. In Table 33, all variables except CON3 have R^2 lower than 0.4. Thus, it demonstrate wrong measurement items. However, Hair et al., (2006) suggested that a researcher should consider factor loading between variables and constructs more than composite reliability for deleting variables.

Factor loadings (λ) of a measurement model of customer experience, commitment, electronic word of mouth, and revisit intention are shown in Table 36. The results show that all variable have a factor loading more than 0.4, Average Variance Extracted (AVE) more than 0.50 (Fornell and Larcker, 1981), and Construct Reliability (CR) more than 0.70 (Hair et al., 2006). Therefore, all variable not will be deleted from the model.

Table 36 Standardized Factor Loading, S.E., t-value, R², A.V.E., and CR of Measurement Model of All Construct

Variable	Factor loading			R ²	AVE	CR
	Standardize Estimate	S.E.	t			
EDU					0.713	0.909
1. EDU1	0.834	0.030	31.521***	0.695		
2. EDU2	0.868	-	-	0.754		
3. EDU3	0.870	0.043	24.618***	0.757		
4. EDU4	0.805	0.042	21.917***	0.649		
ENT					0.697	0.902
1. ENT1	0.789	0.038	23.736***	0.623		
2. ENT2	0.838	0.035	26.320***	0.702		
3. ENT3	0.873	-	-	0.762		
4. ENT4	0.837	0.037	26.573***	0.700		
EST					0.632	0.911
1. EST1	0.833	0.041	26.057***	0.694		
2. EST2	0.805	-	-	0.648		
3. EST3	0.768	0.041	23.167***	0.590		
4. EST4	0.762	0.049	20.686***	0.581		
5. EST5	0.817	0.045	22.603***	0.668		
6. EST6	0.782	0.045	21.432***	0.612		

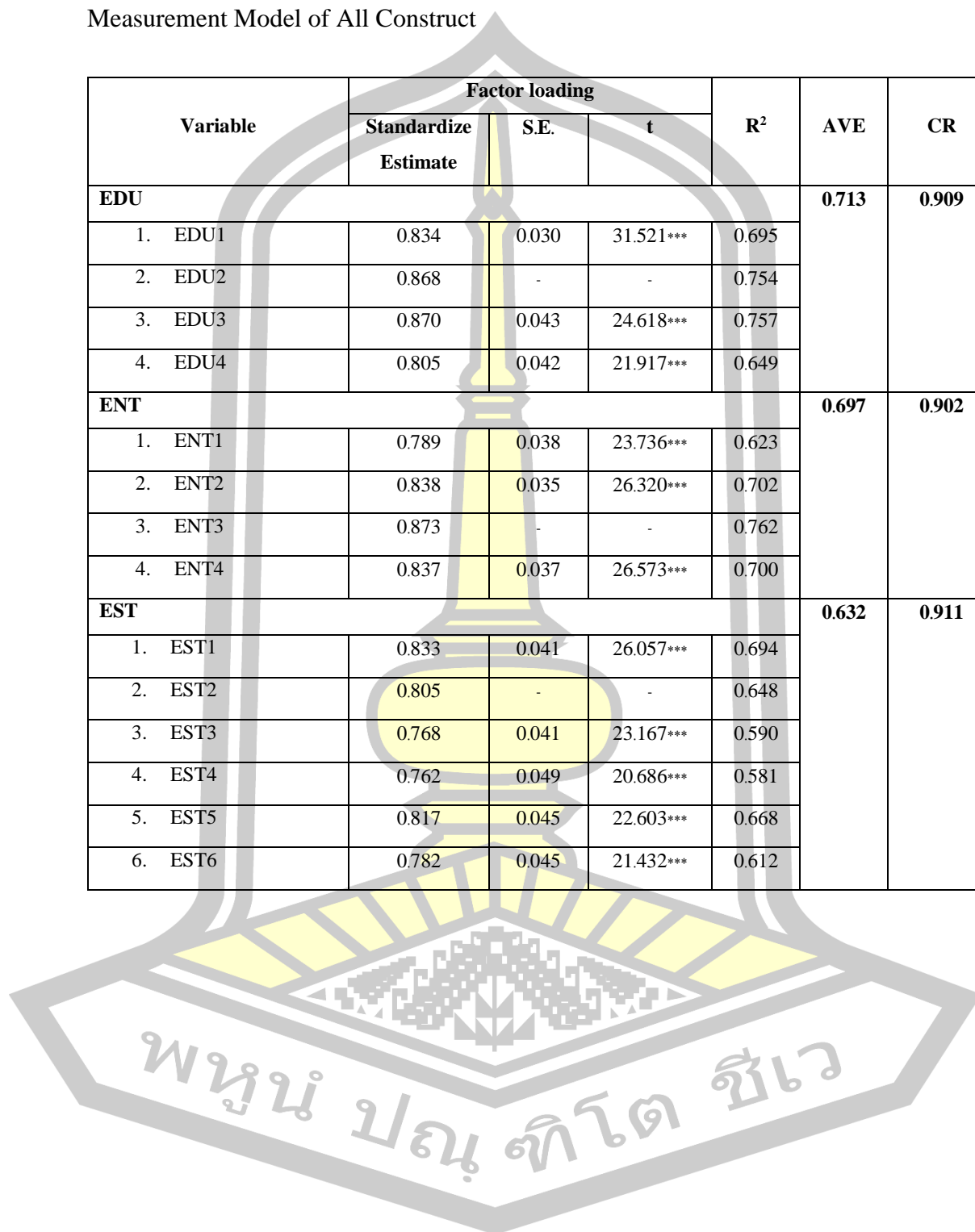


Table 36 Standardized Factor Loading, S.E., t-value, R², A.V.E., and CR of Measurement Model of All Construct (Continue)

Variable	Factor loading			R ²	AVE	CR
	Standardize Estimate	S.E.	t			
ESC					0.655	0.905
1. ESC1	0.760	0.041	21.218***	0.577		
2. ESC2	0.794	0.040	22.235***	0.630		
3. ESC3	0.808	0.041	22.967***	0.652		
4. ESC4	0.822	-	-	0.676		
5. ESC5	0.860	0.039	25.164***	0.740		
AFF					0.678	0.894
1. AFF1	0.807	-	-	0.652		
2. AFF2	0.786	0.040	25.455***	0.618		
3. AFF3	0.846	0.040	24.172***	0.716		
4. AFF4	0.852	0.042	24.393***	0.726		
CON					0.511	0.802
1. CON1	0.785	0.055	17.257***	0.616		
2. CON2	0.818	0.059	17.834***	0.669		
3. CON3	0.513	0.054	15.538***	0.263		
4. CON4	0.703	-	-	0.494		
EWOM					0.778	0.913
1. EWOM1	0.829	0.034	28.673***	0.688		
2. EWOM2	0.898	0.029	33.028***	0.896		
3. EWOM3	0.917	-	-	0.841		
REV					0.837	0.939
1. REV1	0.942	0.024	41.890***	0.888		
2. REV2	0.927	-	-	0.859		
3. REV3	0.875	0.029	34.545***	0.765		

Note: *** is significant level at 0.01.

For construct validity, fit indices are the criterion to determine how well the fit of association among indicators and latent variables of a study's estimated model and observed data (Schumacker and Lomax, 2004). The criteria for assessing fit indices presenting goodness of fit of the model are Chi-square test, CFI, IFI, NFI, RFI, and RMSEA. P-value of Chi-square should be more than 0.05 to reject the null hypothesis (Schermelehh-Engel, Moosbrugger, and Müller, 2003). χ^2/df should have lower than 2.00 is the goodness of fit (Bollen, 1989) or between 2.00 to 5.00 is the available goodness of fit (Diamantopoulos et al., 2000). This can be explained that the observed and estimated covariance matrix are not different. Further, other indices, such as CFI, IFI, NFI, and RFI should have values higher than a cutoff value 0.9. Besides, RMSEA should have value lower 0.80.

In Table 37, a measurement model of customer experience, commitment, electronic word of mouth, and revisit intention have Chi-square to the degree of freedom ratio ($\chi^2/d.f.$) equal 1.754 which is between 2.00 to 5.00. So, this ratio demonstrates a reasonable fit between the estimated model and observed data. But, the p-value is lower than 0.05. It is because Chi-square value is sensitive to sample size. From this reason, Fornell and Larcker (1981) suggested that a researcher should consider other fit indices (such as RMSEA, NFI, CFI, IFI, and RFI) rather than p-value to evaluate a goodness of fit between the observed and estimated model when the sample size is large. RMSEA of a measurement model is 0.035 which is lower than 0.50 to 0.80. It shows a good fit between the estimated model and observed data. In addition, NFI (0.955), CFI (0.980), IFI (0.980), and RFI (0.946) are above a cut off value (0.9). Thus, these fit indices demonstrate a good fit between the estimated model and observed data. Based on the analysis, this study concludes that a measurement model of customer experience, commitment, electronic word of mouth, and revisit intention framework has a reasonable fit with the data.

Table 37 Fit Indices for Testing Measurement Model of All construct

Goodness-of-fit indices	Value	Accept Criteria
χ^2	769.797	
d.f.	439	
χ^2 /d.f.	1.754	< 2.00
p-value	0.000	> 0.05
RMSEA	0.035	< 0.10
NFI	0.955	> 0.90
CFI	0.980	> 0.90
IFI	0.980	> 0.90
RFI	0.946	> 0.90

Structural Model Assessment

In this section, researcher test the structural model of the customer experience, commitment, electronic word of mouth, and revisit intention framework consistently fits the empirical data. The results show that observed and estimated covariance matrix are not different is accepted at the level of significance 0.05. The ratio of Chi-square value to the degree of freedom is lower than 2 to 5 ($2.310 < 5.00$) which show that an adequate fit of a model with the observed data. Moreover, fit indices, NFI (0.935), CFI (0.962), IFI (0.962), and RFI (0.929), are above the cutoff criteria (0.900) and RMSEA (0.040) is lower than recommended value (0.80) is acceptance. Overall, these indicators demonstrate a good fit.

Figure 11 Structural model of customer experience, commitment, electronic word of mouth, and revisit intention

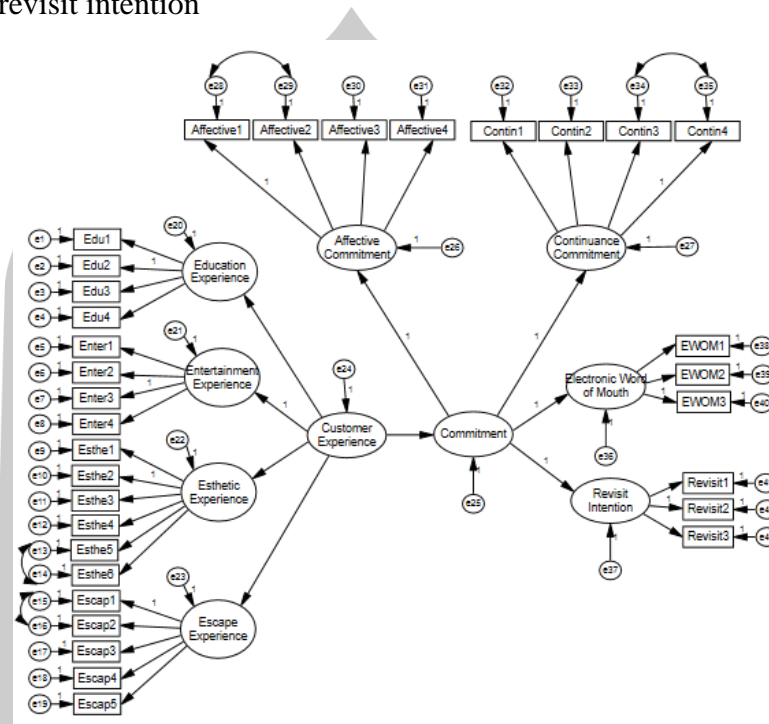


Table 38 Fit Indices for Testing Structural Model of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention

Goodness-of-fit indices	Value	Accept Criteria
χ^2	1117.956	
df.	484	
$\chi^2/df.$	2.310	< 2.00
p-value	0.000	> 0.05
RMSEA	0.046	< 0.10
NFI	0.935	> 0.90
CFI	0.962	> 0.90
IFI	0.962	> 0.90
RFI	0.929	> 0.90

Hypothesis testing

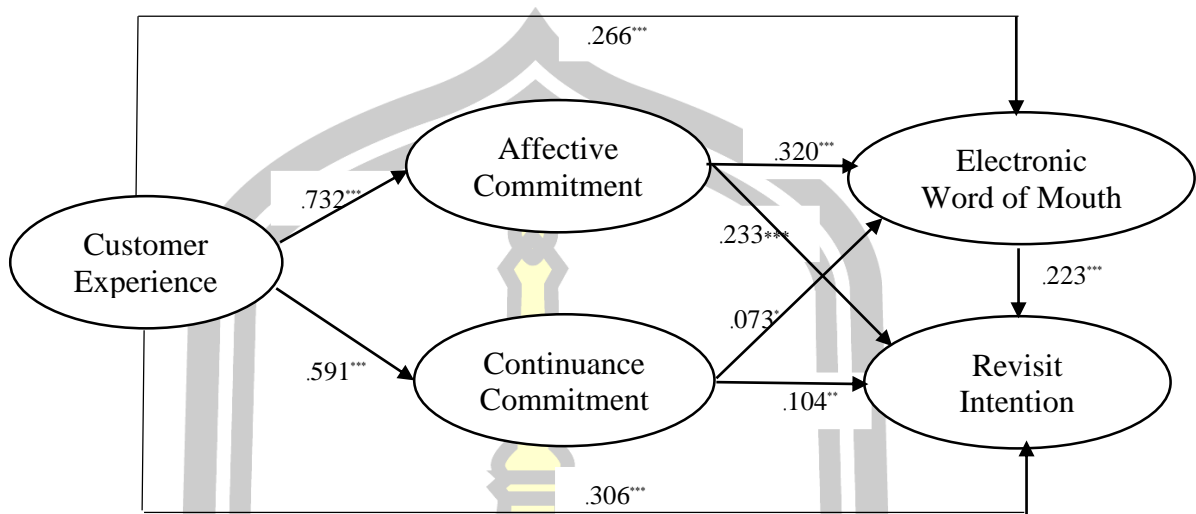
This section presents the results of eleven main hypotheses and sixteen sub-hypotheses being test in this study. The hypotheses of the proposed frameworks for customer experience, commitment, electronic word of mouth, and revisit intention are tested.

To consider the effects of customer experience, commitment, electronic word of mouth, and revisit intention. In this study tests H1-H9 a proposed in Chapter 2. The findings are shown in Figure 12 and Table 39. The results indicate that customer experience has significant positive related to electronic word of mouth at a level of significance 0.01 ($\gamma = 0.266$, $P < 0.01$). **Therefore, H1 is supported.** Customer experience has a significant positive related to revisit intention ($\gamma = 0.306$, $P < 0.01$) **Therefore, H2 is supported.** Moreover, electronic word of mouth has significant positive related to revisit intention ($\beta = 0.223$, $P < 0.01$) **Therefore, H3 is supported.**

Moreover, customer experience has significant positive related to affective commitment ($\gamma = 0.732$, $P < 0.01$). **Therefore, H4 is supported.** Affective commitment has significant positive related to electronic word of mouth ($\beta = 0.320$, $P < 0.01$) and revisit intention ($\beta = 0.233$, $P < 0.01$). **Therefore, H5 and H6 are supported.**

In addition, customer experience has significant positive related to continuance commitment (H7: $\gamma = 0.591$, $P < 0.01$). **Therefore, H7 is supported.** Continuance commitment has significant positive related to electronic word of mouth ($\beta = 0.073$, $P < 0.05$) and revisit intention ($\beta = 0.104$, $P < 0.10$). **Therefore, H8 and H9 are supported.**

Figure 12 Structural Model for Main Hypotheses Testing



Main hypotheses testing

Table 39 Main Effect: Parameter Estimation and the Significance Test

	Affective Commitment		Continuance Commitment		Electronic Word of Mouth		Revisit Intention	
	γ	t-value	γ	t-value	γ	t-value	γ	t-value
Exogenous Construct								
Customer Experience	0.732	25.801***	0.591	18.250***	0.266	5.004***	0.306	6.588***
Endogenous Construct					β	t-value	β	t-value
Affective Commitment	-	-	-	-	0.320	6.729***	0.233	5.512***
Continuance Commitment	-	-	-	-	0.073	1.813*	0.104	3.003**
Electronic Word of Mouth	-	-	-	-	-	-	0.223	6.485***

Note: * is significant level at 0.10.

** is significant level at 0.05.

*** is significant level at 0.01.

γ is a standardized parameter estimate from exogenous to endogenous construct

β is a standardized parameter estimate from endogenous to endogenous construct

Also, in this study purpose test in mediator role (Baron and Kenny, 1986) are H10 and H11, the relationship between customer experience, commitment, electronic word of mouth, and revisit intention is a partial mediator effect. Form analyze, partial mediator role of Baron and Kenny (1986) for affective and continuance commitment are have significant. The result in table 40 shows customer experience has a direct effect on electronic word of mouth and revisit intention and when contains affective and continuance commitment to test mediator effect in the model. The affective and continuance commitment were significate between customer experience and electronic word of mouth and revisit intention ($P = < 0.01$). Thus, it shows that the conceptual framework between customer experience, commitment, electronic word of mouth, and revisit intention is a partial mediator. ***Therefore, H10 and H11 are supported.***

Table 40 Coefficient in Partial Mediator Main Hypotheses of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention

Construct	Electronic Word of Mouth (DV)		Revisit Intention (DV)	
	Main Effect	Mediating Effect	Main Effect	Mediating Effect
Partial Mediator				
Customer Experience	0.266***	-	0.306***	-
Affective Commitment	-	0.320***	-	0.073***
Continuance Commitment	-	0.233**	-	0.104**

Note: * is significate level at 0.10.

** is significate level at 0.05.

*** is significate level at 0.01.

The coefficient of determination (R^2) is the measure of variance of endogenous construct explained by exogenous constructs. For the coefficient of determinations of framework, 35.00 percent of continuance commitment is explained by customer experience and 53.00 percent of affective commitment is explained by customer experience. Further, 35.00 percent of electronic word of mouth is described by affective commitment and continuance commitment and 52.00 percent of revisit intention is described by affective commitment and continuance commitment. The results are shown in Table 41.

Table 41 Coefficient of Determinations of Endogenous Constructs of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention Framework

Construct	R^2
Affective Commitment	0.536
Continuance Commitment	0.349
Electronic Word of Mouth	0.346
Revisit Intention	0.520

In this section tests H1a-H1d, H2a-H2d, H4a-H4d, and H7a-H7d. The findings are shown in Figure 13 and Table 42. The results indicate that education experience has significant positive related to electronic word of mouth ($\gamma = 0.136$, $P < 0.01$), revisit intention ($\gamma = 0.078$, $P < 0.05$), affective commitment ($\gamma = 0.172$, $P < 0.01$), continuance commitment ($\gamma = 0.202$, $P < 0.01$). *Therefore, H1a, H2a, H4a, H7a are supported.*

Also, Entertainment experience has no significant positive related to electronic word of mouth ($\gamma = 0.016$, $P > 0.10$) and revisit intention ($\gamma = 0.044$, $P > 0.10$).

Therefore, H1b and H2b are not supported. However, entertainment experience has significant positive related to affective commitment ($\gamma = 0.079$, $P < 0.01$) and continuance commitment ($\gamma = 0.076$, $P < 0.01$). **Therefore, H4b and H7b are supported.**

Besides, esthetic experience has significant positive related to electronic word of mouth ($\gamma = 0.151$, $P < 0.01$), revisit intention ($\gamma = 0.265$, $P < 0.01$), affective commitment ($\gamma = 0.351$, $P < 0.01$), continuance commitment ($\gamma = 0.196$, $P < 0.01$).

Therefore, H1c, H2c, H4c, and H7d are supported.

Moreover, Escapist experience has no significant positive related to electronic word of mouth ($\gamma = 0.034$, $P > 0.10$) and revisit intention ($\gamma = 0.006$, $P > 0.10$).

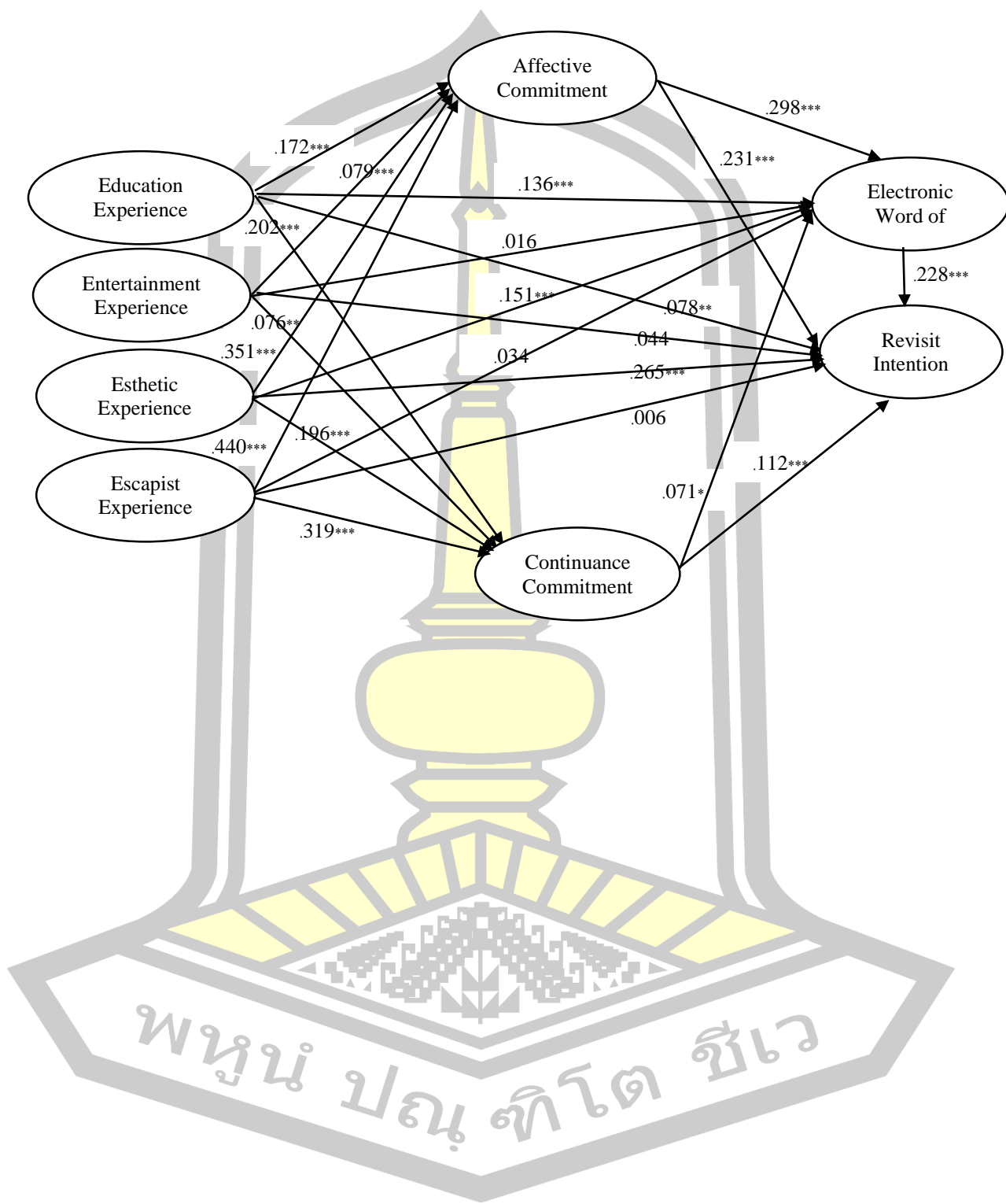
Therefore, H1d and H2d are not supported. However, escapist experience has significant positive related to affective commitment ($\gamma = 0.440$, $P < 0.01$) and continuance commitment ($\gamma = 0.319$, $P < 0.01$). **Therefore, H4d and H7d are supported.**

In addition, affective commitment has significant positive related to electronic word of mouth ($\beta = 0.298$, $P < 0.01$) and revisit intention ($\beta = 0.231$, $P < 0.01$).

Therefore, H5 and H6 are supported. Continuance commitment has significant positive related to electronic word of mouth ($\beta = 0.071$, $P < 0.10$) and revisit intention ($\beta = 0.112$, $P < 0.01$). **Therefore, H8 and H9 are supported.** Finally, electronic word of mouth has significant positive related to revisit intention ($\beta = 0.228$, $P < 0.10$).

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Figure 13 Structural Model for Sub-Hypotheses Testing



Sub-hypotheses testing

Table 42 Main Effect: Parameter Estimation and the Significance Test

Constructs	Affective Commitment		Continuance Commitment		Electronic Word of Mouth		Revisit Intention	
	γ	t-value	γ	t-value	γ	t-value	γ	t-value
Exogenous Construct								
Education Experience	0.172	5.341***	0.202	5.595***	0.136	3.655***	0.078	2.309**
Entertainment Experience	0.079	2.445***	0.076	2.106**	0.016	0.435	0.044	1.372
Esthetic Experience	0.351	10.868***	0.196	5.423***	0.151	3.822***	0.265	7.419***
Escapist Experience	0.440	13.644***	0.319	8.809***	0.034	0.793	0.006	0.155
Endogenous Construct					β	t-value	β	t-value
Affective Commitment	-	-	-	-	0.298	6.734***	0.231	5.643***
Continuance Commitment	-	-	-	-	0.071	1.796*	0.112	3.171***
Electronic Word of Mouth	-	-	-	-	-	-	0.228	6.385***

Note: * is significant level at 0.10.

** is significant level at 0.05.

*** is significant level at 0.01.

γ is a standardized parameter estimate from exogenous to endogenous construct

β is a standardized parameter estimate from endogenous to endogenous construct

Furthermore, in this study purpose test in mediator role (Baron and Kenny, 1986) are H10 and H11, the relationship between dimension of customer experience, commitment, electronic word of mouth, and revisit intention are fully and partial mediator effect. From analyze, partial mediator role of Baron and Kenny, 1986 for affective and continuance commitment are have significant. The result in table 43 reveals that education and esthetic experience has a direct effect on electronic word of

mouth and revisit intention and when contains affective and continuance commitment to test mediator effect in the model. The affective and continuance commitment were significant between education and esthetic experience and electronic word of mouth and revisit intention ($P < 0.01$). Thus, it shows that the conceptual framework between education and esthetic experience, commitment, electronic word of mouth, and revisit intention is a partial mediator. *Therefore, H10 and H11 are supported.*

However, the result in table 40 reveals entertainment and escapist experience has no direct effect on electronic word of mouth and revisit intention and when contains affective and continuance commitment to test mediator effect in the model. The affective and continuance commitment were significant between entertainment and escapist experience and electronic word of mouth and revisit intention ($P < 0.01$). Thus, it shows that the conceptual framework between entertainment and escapist experience, commitment, electronic word of mouth, and revisit intention is a fully mediator.

Table 43 Coefficient in Full and Partial Mediator Sub-hypotheses of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention

Construct	Electronic Word of Mouth (DV)		Revisit Intention (DV)	
	Main Effect	Mediating Effect	Main Effect	Mediating Effect
Partial Mediator				
Education Experience	0.136***	-	0.078**	-
Entertainment Experience	0.016	-	0.044	-
Esthetic Experience	0.151***	-	0.265***	-
Escapist Experience	0.034	-	0.006	-
Affective Commitment	-	0.298***	-	0.231***
Continuance Commitment	-	0.071*	-	0.112***

Note: * is significant level at 0.10.

** is significant level at 0.05.

*** is significant level at 0.01.

The coefficient of determination (R^2) is the measure of variance of endogenous construct explained by exogenous constructs. For the coefficient of determinations of framework, 19.00 percent of continuance commitment is explained by four dimension of customer experience and 35.00 percent of affective commitment is explained by four dimension of customer experience. Further, 21.00 percent of electronic word of mouth is described by affective commitment and continuance commitment and 37.00 percent of revisit intention is described by affective commitment and continuance commitment. The results are shown in Table 44.

Table 44 Coefficient of Determinations of Endogenous Constructs of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention Framework

Construct	R^2
Affective Commitment	0.353
Continuance Commitment	0.187
Electronic Word of Mouth	0.212
Revisit Intention	0.372

The results of all eleven hypothesis testing of customer experience and dimension of customer experience, commitment, electronic word of mouth, and revisit intention are shown in the table 45, which shows the summary of hypothesized relationships.

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Table 45 Summary Results of Hypothesized Relationships of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention

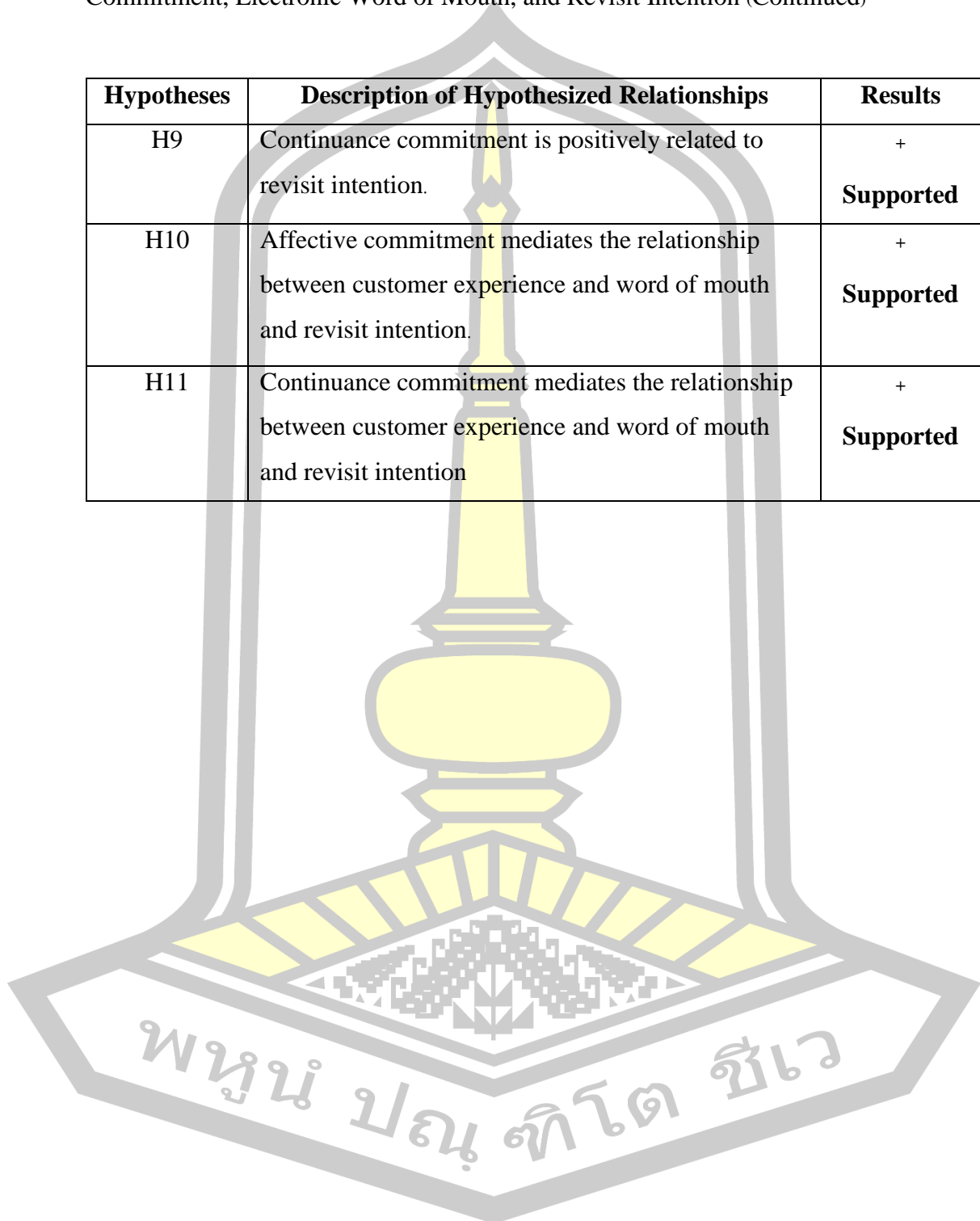
Hypotheses	Description of Hypothesized Relationships	Results
H1	Customer experience is positively related to electronic word of mouth.	+ Supported
H1a	Educational experience is positively related to electronic word of mouth.	+ Supported
H1b	Entertainment experience is positively related to electronic word of mouth.	Not Supported
H1c	Esthetic experience is positively related to electronic word of mouth.	+ Supported
H1d	Escapist experience is positively related to electronic word of mouth.	Not Supported
H2	Customer experience is positively related to revisit intention.	+ Supported
H2a	Educational experience is positively related to revisit intention.	+ Supported
H2b	Entertainment experience is positively related to revisit intention.	Not Supported
H2c	Esthetic experience is positively related to revisit intention.	+ Supported
H2d	Escapist experience is positively related to revisit intention.	Not Supported
H3	Electronic word of mouth is positively related to revisit intention.	+ Supported
H4	Customer experience is positively related to affective commitment.	+ Supported
H4a	Educational experience is positively related to affective commitment.	+ Supported

Table 45 Summary Results of Hypothesized Relationships of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H4b	Entertainment experience is positively related to affective commitment.	+ Supported
H4c	Esthetic experience is positively related to affective commitment.	+ Supported
H4d	Escapist experience is positively related to affective commitment.	+ Supported
H5	Affective commitment is positively related to electronic word of mouth.	+ Supported
H6	Affective commitment is positively related to revisit intention.	+ Supported
H7	Customer experience is positively related to continuance commitment.	+ Supported
H7a	Educational experience is positively related to continuance commitment.	+ Supported
H7b	Entertainment experience is positively related to continuance commitment.	+ Supported
H7c	Esthetic experience is positively related to continuance commitment.	+ Supported
H7d	Escapist experience is positively related to continuance commitment.	+ Supported
H8	Continuance commitment is positively related to electronic word of mouth.	+ Supported

Table 45 Summary Results of Hypothesized Relationships of Customer Experience, Commitment, Electronic Word of Mouth, and Revisit Intention (Continued)

Hypotheses	Description of Hypothesized Relationships	Results
H9	Continuance commitment is positively related to revisit intention.	+ Supported
H10	Affective commitment mediates the relationship between customer experience and word of mouth and revisit intention.	+ Supported
H11	Continuance commitment mediates the relationship between customer experience and word of mouth and revisit intention	+ Supported



CHAPTER V

DISCUSSIONS AND CONCLUSIONS

The previous chapter describes respondent and firm characteristics, reliability, validity, descriptive statistic, correlation matrix, measurement model, structural model assessment, and hypothesis testing. Therefore, this chapter provides conclusions and discussions of the research findings. Recommendation for academicians and practitioners who are theoretical and managerial contributions are described. Finally, limitations of the study and future research are suggested.

Conclusions

The study aims to develop the framework of customer experience by expand the relationship to commitment in testing to be a mediator between the customer experience and electronic word of mouth and revisit intention. Drawing on the relationship between the customer experience and commitment is identified. The relationship between customer experience and its consequence (electronic word of mouth and revisit intention) is proposed. Together with testing influence of commitment mediates the relationship between customer experience, electronic word of mouth (eWOM) and revisit intention. The samples in this study is tourists who visited Taladtongchom 600 respondents. The results of the study confirm the theory and concepts described in literature review. The summary of all hypothesis are shown in Figures 14 and 15 below.

Figure 14 Summary of the Supported Main Hypotheses

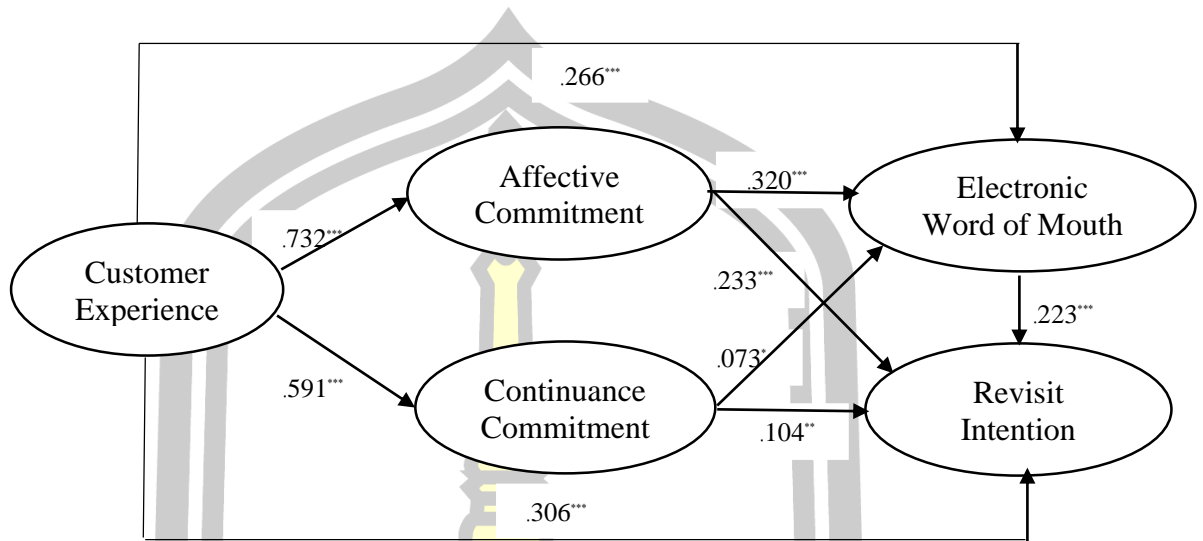
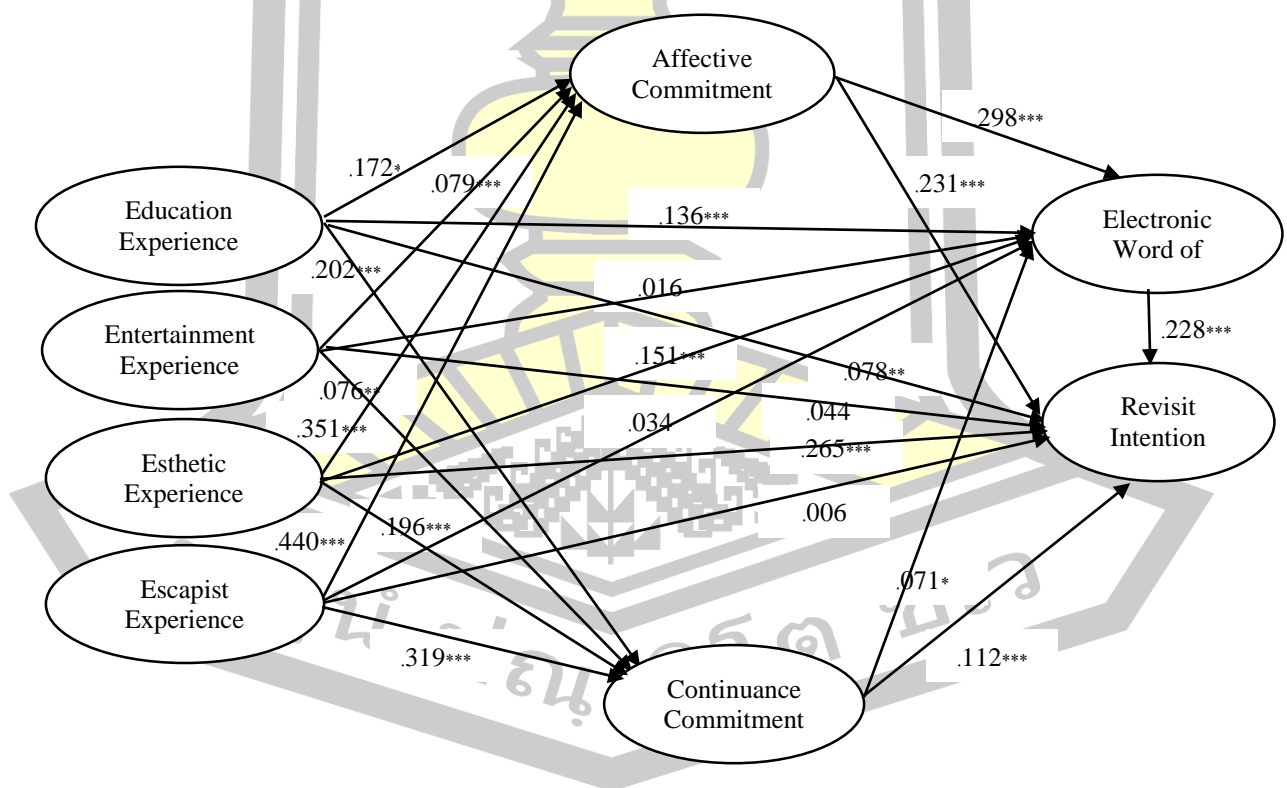


Figure 15 Summary of the Supported Sub-Hypotheses



The results of hypothesis testing of customer experience, commitment, electronic word of mouth, and revisit intention reveal finding are as follows.

For main hypotheses based performance framework, the findings reveal that customer experience have significant positive related to affective commitment ($\gamma = 0.732$, $t\text{-value} = 25.801$) and continuance commitment ($\gamma = 0.591$, $t\text{-value} = 18.250$) at a level of significance 0.01. Affective commitment have significant positive related to electronic word of mouth ($\beta = 0.320$, $t\text{-value} = 6.729$) and revisit intention ($\beta = 0.233$, $t\text{-value} = 5.512$) at a level of significance 0.01. Continuance commitment have significant positive related to electronic word of mouth ($\beta = 0.073$, $t\text{-value} = 1.813$) at a level of significance 0.10 and revisit intention ($\beta = 0.104$, $t\text{-value} = 3.003$) at a level of significance 0.05. Electronic word of mouth have significant positive related to revisit intention ($\beta = 0.233$, $t\text{-value} = 6.485$) at a level of significance 0.01.

For sub-hypotheses based performance framework, the findings reveal that education experience have significant positive related to affective commitment ($\gamma = 0.172$, $t\text{-value} = 13.644$), continuance commitment ($\gamma = 0.202$, $t\text{-value} = 5.595$), electronic word of mouth ($\gamma = 0.136$, $t\text{-value} = 3.655$), revisit intention ($\gamma = 0.078$, $t\text{-value} = 2.309$) at a level of significance 0.01.

Entertainment experience have significant positive related to affective commitment ($\gamma = 0.079$, $t\text{-value} = 2.445$) at a level of significance 0.01 and continuance commitment ($\gamma = 0.076$, $t\text{-value} = 2.106$) at a level of significance 0.05 but entertainment experience have no significant related to electronic word of mouth ($\gamma = 0.016$, $t\text{-value} = 0.435$) and revisit intention ($\gamma = 0.044$, $t\text{-value} = 1.372$).

Esthetic experience have significant positive related to affective commitment ($\gamma = 0.351$, $t\text{-value} = 10.868$), continuance commitment ($\gamma = 0.196$, $t\text{-value} = 5.423$), electronic word of mouth ($\gamma = 0.151$, $t\text{-value} = 3.822$), revisit intention ($\gamma = 0.265$, $t\text{-value} = 7.419$) at a level of significance 0.01.

Escapist experience have significant positive related to affective commitment ($\gamma = 0.440$, $t\text{-value} = 13.644$) and continuance commitment ($\gamma = 0.319$, $t\text{-value} = 8.809$) at a level of significance 0.01 but escapist experience have no significant related to electronic word of mouth ($\gamma = 0.034$, $t\text{-value} = 0.793$) and revisit intention ($\gamma = 0.006$, $t\text{-value} = 0.155$).

Moreover, affective commitment have significant positive related to electronic word of mouth ($\beta = 0.298$, $t\text{-value} = 6.734$) and revisit intention ($\beta = 0.231$, $t\text{-value} = 5.643$) at a level of significance 0.01. Continuance commitment have significant positive related to electronic word of mouth ($\beta = 0.071$, $t\text{-value} = 1.796$) at a level of significance 0.10 and revisit intention ($\beta = 0.112$, $t\text{-value} = 3.171$) at a level of significance 0.05. Electronic word of mouth have significant positive related to revisit intention ($\beta = 0.228$, $t\text{-value} = 6.358$) at a level of significance 0.01.

Discussions

This study presents the conceptual framework of the customer experience, commitment, electronic word of mouth, and revisit intention. The results from a hypothesis testing demonstrate many interesting points which can be discussed in details as follows.

Customer Experience and Electronic Word of Mouth

The results from the hypothesis testing reveal that customer experience is significantly and positively related to electronic word of mouth (H1). As a result of the fact that tourists get a good experience from learning cultures, receive entertainment, and soak up the beauty of the surrounding of Taladtongchom that makes the tourists gain a good impression and satisfaction, and also they can forget their live routines to relax and enjoy the tour, which triggers memories of a good result. Likewise, travelers feel like sharing their experiences and word of mouth to other people such as friends and families. The previous literature suggested that word of mouth as one of the

outcomes of customer satisfaction. When customers experience favorable services, they will show a strong desire towards sharing positive information about their experiences (Mangold et al., 1999; Swanson and Kelley, 2001). Dick and Basu (1994) argued that consumers tended to engage more in loyal behaviors such as positive word of mouth when they experience notably emotional experiences.

Correspondingly, Boulding et al. (1993) and Reichheld and Sasser (1990) stated that customers that received an excellent and memorable experiences from the service provide will lead to a favorable behavioral intention such as recommending the service provide to others and spreading positive word of mouth. Especially today is the era of digital, so the impact of eWOM in the service industry is very strong because services is intangible. Things cannot be evaluated before the consumption experiences. Customers need to rely on information that is communicated or posted to review their experiences about services among consumers. Thus, willingness to electronic word of mouth is positive behaviors, deriving from the perceptive of customer experiences.

The customer experience that affects the word of mouth is a good result because electronic word of mouth plays an important role in a products - choosing process and in the selection of service providers. Moreover, sending messages via online distribution will be faster. It allows awareness about products and services more quickly. Because electronic word of mouth is a process that allows consumers to share information and opinions through internet-based technology about a specific products, brands, or services in order to direct buyers towards the products, brands, or services. Therefore, those involved should create unique customer experience that will cause the liking and good memories to the customers to send the results to be willingness to share the positive information in online media.

When considering that part of the dimension, it is found that education experience is significantly and positively related to electronic word of mouth (H1a). Traveling to visit Taladtongchom, tourists learn something new, and it will cause the experience for them to participate in learning, which the market must focus on

learning cultures. The way of life of the people in the community, such as Taladkrungsri, which is equipped with cultures, will be a highlight, standing for the Ayutthaya period. There are stories of people fighting in the Ayutthaya period, in the reign of Somdet-Phra-Naresuan. Therefore, visitors who learn these learning experiences, will share or post to the public through online or electronic word of mouth. Radder and Han (2015) showed that educational experience had the largest effect on word of mouth. Quadri (2012) stated that education experience had effect on the intention to recommendation. Ali et al. (2014) stated that educational experience had positive effect on recommendation and encouraged others to visit destination.

An esthetic experience is significant and positive and related to electronic word of mouth (H1c). The result shows that an esthetic experience has a role to create electronic word of mouth because the esthetic experience is the attractiveness and beauty of the environments. Tourists enjoy being passively immersed in attractive environments such as an attractive servicescape or physical environments in Taladongchom, resulting in tourists desiring to take pictures to post or share travel experiences on social media for other people to awareness. An esthetic experience appears to be a central attraction of tourism, which an esthetic dimension is stronger and affects satisfaction in determining intention to recommendation (Alegre and Cladera, 2009; Chi and Qu, 2008; Yoon and Uysal, 2005). Moreover, Semrad and Rivera (2018) stated that an esthetic experience is adequate for creating a memorable event for tourists, and then the likelihood of tourists promoting the experience from a destination on social networking sites seems significant. It shows that an esthetic experience has directly influenced to tourists' willingness to recommend to others and willingness to say positive words to others as well.

An entertainment experience and an escapist one do not play a significant role to create electronic word of mouth to tourists. Both H1b and H1d are not significant at 0.05. A result shows that tourists in this group place an emphasis only on an education experience and esthetic an experience. Tourists who travel around Taladongchom may not expect in an entertainment experience and an escapist one

but they may come to learn the cultures of the people in the community and to absorb the local atmospheres of Taladtongchom. The results show that an entertainment experience and an escapist one are unable to allow tourists to share their experiences through online. Probably, as a result of the fact that performances in each area are similar to the general view, they may not be attractive to tourists, to be electronic word of mouth which is mostly from Taladtongchom in the Central, North and East region is part of dance and South region is Manora dance.

An escapism experience do not affect the electronic word of mouth which it may be because the tourists do not stay overnight. Conceivably, they may not have sufficient time to become immersed in the destination and experience the escapism dimension fully (Quadri-Felitti and Fiore, 2013). Tourists do not share this experience through online.

Customer Experience and Revisit Intention

The results show that customer experience is significant and positive and related to revisit intention (H2). Tourists that travel in Taladtongchom when they get the good experience from learning about cultures and being impressed to see and touch the atmospheres of the Taladtongchom which can enhance positive behaviors such as revisits intention. Lee et al., (2005) reported that individuals would perceive experiences positively when they have memories of their favorite tourist attractions, which may lead to behavioral intentions such as revisit the tourist attraction.

An esthetic experience is significant and positive and related to revisit intention (H2c). It may be because physical environments of Taladtongchom are very attractive and beautiful. The design is indicative of the way that the local community and provided pleasure make them feel satisfied concerning seeing and touching the atmosphere of the Taladtongchom, thus it affects the return for travel of tourists once again. Lee et al., (2005) reported that individuals would perceive experiences positively when they had memories of their favorite tourist attractions, which might lead to behavioral intentions such as revisit the tourist attraction. Furthermore, an education

experience has significant effect on revisit intention (H2a). It may be because tourists have come to participate in learning new things in the cultures of the community in Talatongchom, which affect motivation for revisit intention. Therefore, it shows that education experience should be preserve to be unique in tourism of Taladtongchom because it will affect the decision to travel of tourists. Therefore, there should be designed experiences in an esthetic experience and as well an education one to create memorable experiences to attract tourists to revisit destination. Tung and Ritchie (2011) stated that tourists' positive memorable experiences influenced on revisiting a destination.

While an entertainment experience and an escapist experience do not effect on revisit intention. Both H2b and H2d are not significant at 0.05. It may be because an entertainment experience might not be different from the tourists who have seen, so there is no impact on revisit intention. The entertainment for tourists should be different to create amusement and captivation to watch, in order to attract tourists to come back again. Moreover, an escapist experience is not related to revisit Taladtongchom of the tourists, it may be the context of Thai people as a collectivism, which focuses on relationships with those around them, such as families and friends, who can share their feelings all the time. So there is no need to escape when encountering problems, which makes them not aware of the escapist experience. Collectivism as a social way of people is integrated into groups. This causes social exchanges and social interaction to be essential for the survival of group (Hofstede, G., 2011; Hofstede and McCrae, 2004). Plausible consequences of collectivism are well-being and relationship (Oyserman et al., 2002). Furthermore, it may be because the activity of Taladtongchom for tourists is to create participation. There is no variety to create an extraordinary experience, causing tourists not to receive an escapist experience. Therefore, it does not affect revisit intention. The tourists are attracted to the tourism destinations for an escapist experience. They may engage in numerous activities, such as bicycle tours, recreational activities, painting, handicrafts, and harvesting to provide them escape from their busy city life (Quadri-Felitti and Fiore,

2013). The greater the number of activities offer within the destination, the greater the escapism experience of the tourists is because tourists fully realize the escapist dimension on the active and immersive participation (Quadri, 2012). Therefore, managers or governments should focus on creating a distinctive cultural performance and activities for tourists to participate in the market in each area to attract visitors to visit the market.

Customer Experience and Affective and Continuance Commitment

The results from the hypothesis testing reveal customer experience is significantly and positively related to affective commitment (H4) and continuance commitment (H7). When tourists have good experiences, they can link to affective and continuance commitment, resulting in a good relationship between tourists and Taladthongchom. Bustamante and Rubio (2017) indicated that customer experience was central to creating and maintaining a stable customer relationship that is the context of the commitment. Customer experience causes expressions such as verbal statements which affect perceptual responses and verbal statements of belief (cognition) and commitment (Ostrom 1969; Jorgensen and Stedman 2001).

For tourists who visit Taladtongchom, all dimensions of customer experience are significantly and positively related to affective and continuance commitment. The result shows that an educational experience is positively related to affective and continuance commitment. When tourists learn about the culture and way of life of the community, there will be something new that can make tourists enjoy and commit on the market, which creates a good relationship between the markets and tourists, resulting in affective commitment. According to an educational experience, there is a positive and significant influence on customer emotions (Ali et al., 2016) which is affective on the states of subjective feelings (Rose et al., 2012; Jang et al., 2011; Jang and Namkung, 2009).

The result shows that an entertainment experience is positively related to affective commitment. The tourists gain entertain, pleasure ,and enjoyment from the performance, such as dancing and playing folk music, which show that a performance on Taladtongchom helps tourists happy; in other words; it is affective commitment. Thus, an entertainment experience is a factor that causes customer interactions/ participation, feelings of enjoyment and happiness, fun atmosphere, and customer engagement, which are related to affective dimension Berridge (2012).

The result shows that an esthetic experience is positively related to affective commitment. Beautiful atmospheres and environments and the unique decoration of the market will make the tourists happy and increase their desires to visit the market, which results in affective commitment. Many researchers have discussed the influence of esthetic and physical environments on customer emotions in any service settings (Pareigis et al., 2011; Ladhari, 2009; Bitner, 1992). For example, in-store experiences developed by the physical environment also trigger customer emotions (Lin and Liang, 2011).

The result indicates that an escapist experience plays a role in creating affective commitment. Escapist elements underlie tourist experiences appealing to affective response to participation of tourist (Su et al., 2016). It may be because trends of travelers in modern times are preferable to escape the urban society to return to life in the local community, which people are living comfortably (yearning for a simple life in the countryside). Therefore, when the tourists visit the market, they are happy and preferable. They find a context suitable for their lifestyles, forming a bond or affective commitment with the Taladtongchom.

In the part of continuance commitment, all dimensions of customer experience are significantly and positively related to continuance commitment. Tourism in the Taladtongchom allows to truly learn about local cultures, watch a show or entertaining activities, and touch a beautiful atmospheres and unique decoration of the market. Tourists can participate in activities such as cruising to see the market's nature. Therefore, having a good experience can impress the tourists. As

a result, tourists feel that they receive more benefits from tourism, which means that all four aspects of the experience make them feel worthwhile when considering the cost and time of travel to the Taladtongchom and the best choice for tourism. All dimensions of customer experience are important predictor's functional value and become a perceived one. A perceived value is defined that it is the usefulness that individuals derive from products or services; it consists of what benefits individuals receive and what costs they pay (Song et al., 2015).

Therefore, creating a travel experience in Taladtongchom to effect on affective commitment and continuance commitment must consider all of four dimensions of customer experience. Because the tourists get at experiences in all the aspects that supplement them, it will lead to better affective commitment and continuance commitment to result in positive behaviors. In this sense, prior studies suggested that there was linking between customer experience and loyalty with commitment because enhancing customer experience will result in greater loyalty to the companies or brands. As loyalty represents a deeply held commitment that results in repeatedly purchasing behaviors, commitment is the customer's attitude that engenders increasingly purchasing behaviors (Oliver, 1999). Correspond with Sahin et al. (2011) mentioned that the firms' efforts towards enhancing the consumer experience positively affected loyalty in direct as well as indirect way through commitment.

Affective Commitment, Continuance Commitment, Electronic word of mouth, and Revisit Intention

The results from the hypothesis testing reveal that affective commitment and continuance commitment are significantly and positively related to electronic word of mouth and revisit intention. The result indicates that affective commitment has effected on electronic word of mouth (H5) and revisit intention (H6), which affective commitment is a positive feeling of tourists towards Taladtongchom. Tourists visiting Taladtongchom and experiencing Taladtongchom closely make them impressed or perceive the tourism values. Likewise, attraction preference has become a good

feeling for Taladtongchom. These make tourists committed by expressing in the form of travel revisit intention firstly in Taladtongchom. What's more, they may bring friends and relatives to visit as well. Tourists also want to pass on their good feelings and opinions about Taladtongchom by suggesting other peoples through the process of telling a memorable impression in Taladtongchom, such as perfect atmospheres and beautiful decoration for photography. In addition, tourists may be acquainted with travel and also willing to recommend travel information to other people. At the present, online media are popular ones for communication and information shared about the stories and feelings of tourists to others quickly and well resulting in electronic word of mouth. Therefore, it shows that affective commitment has an important role in a tourism industry that effects on electronic word of mouth and revisit intention. Prior research examined the influence of affective commitment on WOM communications. The result showed that it had positive relationship between affective commitment and WOM communications. (Brown et al, 2005; Garbarino and Johnson, 1999). Furthermore, Fullerton (2005) indicated that affective commitment had a direct positive relationship with behavior intentions such as repurchase intention.

In the part of continuance commitment, the result shows that continuance commitment has effected on electronic word of mouth (H8) and revisit intention (H9). Because continuance commitment is a feeling that tourists consider receivable benefits. When tourists feel that Taladtongchom tourism is worthwhile to travel and make them desire to visit again and to tell or recommend friends or relatives to travel in Taladtongchom. Prior studies reported that continuance commitment is positively related to attitudinal and behavioral loyalty (Evanschitzky et al. 2006). Continuance commitment positively influences the customers' general intentions to maintain the business relationship, to recommend, and to repurchase the provider's products and services (Morgan and Hunt, 1994; Garbarino and Johnson, 1999).

Electronic word of mouth and Revisit Intention.

The results from the hypothesis testing reveal electronic word of mouth is significantly and positively related to revisit intention. Learning from other people's experiences obtaining from word of mouth about Taladtongchom, tourists have qualified information to make a decision to travel or return to the destination again. In addition, the word-of-mouth spreads among tourists whom are stimulated and who know an important source of information that makes it easier for tourists to make a travel decision particularly. The word of mouth through online media can be quickly spread to cause a need for travel. The empirical evidence in hotel and travel industry suggests that eWOM can influence tourists to travel and/or revisit intention (Arsal et al., 2008; Filieri & McLeay, 2014; Sparks & Browning, 2011; Vermeulen & Seegers, 2009; Ye et al., 2009). In addition, Damayanti et al. (2017) studied the effects of eWOM towards the tourists' interest in visiting tourist destinations. The study indicated that eWOM values as a source of information searched for planning an excursion trip were very important. The result shows that eWOM has a positive influence on future behavioral intention to revisit intention.

The Role of Affective and Continuance Commitment are Mediator

The results show that commitment is a full and partial mediator effect between customer experience, dimension of customer experience, electronic word of mouth, and revisit intention. A researcher considers the mediator role of commitment by separating the dimension of customer experience, and finds that affective and continuance commitment are a partial mediator between education and esthetic experiences, electronic word of mouth, and revisit intention. However, affective and continuance commitment are a full mediator between an entertainment experience and an escapist one, electronic word of mouth, and revisit intention. Thus, creating entertainment and escapist experiences will cause an electronic word of mouth and revisit intention through affective and continuance commitment. The explanation is that entertainment forms and activities of Taladtongchom for attracting tourists to

participate, they are built to create entertainment and escapist experiences if the tourists feel like and worthwhile to watch the show and participate in activities in Taladtongchom. These will motivate tourists to pass information by word of mouth and stimulate the desire to travel of tourists. Morgan and Hunt (1994) developed a model of relationship marketing that conceptualized commitment as the key mediating variable to the development of long-term customer relationships. Lacey (2007) defined that commitment as mediator to increased purchase intention and increased share of customer. Therefore, creating experience for tourists in order to create an electronic word of mouth and revisit intention, the manager of Taladtongchom should place importance on the affective and continuance commitment by creating the experience to connect with preference and feelings being worthwhile in travel to result in the electronic word of mouth and revisit intention.

Theoretical Contributions

The empirical results of this study increase the understanding of the relationships between customer experience, commitment, electronic word of mouth (eWOM) and revisit intention. This study can theoretically contribute and expand mechanisms of the relationship between customer experience, commitment, and electronic word of mouth.

The experience economy theory and the theory of reasoned action are applied to this research to explain how customer experience affects word of mouth and revisit intention through commitment. In previous research, there were several researchers (Oh et al., 2007; Hosany and Witham, 2010; Jurowski, 2009; Jeong et al., 2009) attempting to contribute theoretically to understand the influence of customer experience that affects behavioral intentions through positive emotions and memories in tourism contexts, which this study creates the frameworks to explain relationships between customer experience, commitment, electronic word of mouth (eWOM) and revisit intention from the customer perspectives.

The result of this research can investigate the generalizability of customer experience, electronic word of mouth (eWOM), and revisit intention construct to a tourism industry in Thailand's contexts. Moreover, a researcher adopted and proposed the commitment as a mediator to test these conceptual frameworks. The theoretical contributions for this study shows below.

First, this research extends the relationship mechanism of customer experience and electronic word of mouth in a tourism industry which prior research had not provided a sufficiently empirical guideline of customer experience and dimension of customer experience to electronic word of mouth. Moreover, the result of relationships between customer experience and dimension of customer experience to electronic word of mouth and revisit intention enhances scholars to additionally study a basis on customer experience and dimension of customer experience. Furthermore, this study also has shown that dimension of customer experience effects different feelings or emotions in the tourism industry. Therefore, both academics and administrators' use should consider appropriately regarding the dimension of customer experience because the dimension of customer experience is an important factor that causes differently behavioral responses.

Second, This research has expanded the relationship mechanism of customer experience and dimension of customer experience with types of commitment that have not been empirically studied and clearly provided answers to the research gap of Keiningham et.al, (2017) and Lemon and Verhoef (2016). Hence, this research intends to fill this gap by investigating the dimensions of customer experiences with regard to types of commitment, electronic word of mouth, and revisit intention in a tourism industry.

Finally, this research proposes a type of commitment as a mediator in the tourism industry. This research confirms that commitment plays an important role of the relationship marketing strategy to help create relationships with customers to cause behavioral responses. In this study, it suggests that customer experience and dimension of customer experience can enhance the electronic word of mouth (eWOM)

and revisit intention through the types of commitment. Especially, it shows that a type of commitment is a full and partial mediator between customer experience and dimension of customer experience which can enhance the electronic word of mouth (eWOM) and revisit intention. This research develops a measure only in two dimensions of commitment, including affective commitment and continuance commitment to be appropriate for the contexts of the tourism industry.

Managerial Contributions

This research is useful for a tourism industry that will lead to creating the right customer experience with commitment to stimulate the electronic word of mouth (eWOM) and revisit intention. Managers and the government who are involved with creating customer experience for tourism can practically apply the results of this study as follows.

First, the results show that educational and esthetic experiences are positively related to electronic word of mouth and revisit intention. The manager of Taladtongchom should focus on creating educational and esthetic experiences, which directly affect the electronic word of mouth and revisit intention. The manager of Taladtongchom should create cultural learning which can be organized by showing the distinguished local cultures to create a community identity obviously. For instance, Ban Ton Tan Floating Market in Saraburi Province presents exceptional locals' way of life of Tai Yuan, ethnic group. Sellers in the market should dress in Tai Yuan style, communicate with a native language, Northern Thai dialect, and sell and teach local dishes which are hard to find. A learning center is provided to offer the overall cultural information of Taladtongchom, combined with community sightseeing tours and with local guides to present locals' stories. These occur the creation of an educational experience relating to public stories via social media. Entirely, each market should have dance lessons for tourists ; for example, Klongdaen Floating Market in Songkhla should have a Manohra dancing lesson for tourists (see appendix B), which is a good

relationship to build word of mouth by photography to share in social media, such as Facebook or Instagram, and tourists feel bound and want to come back again.

Moreover, the manager of Taladtongchom should construct or improve the market landscape to be attractive from the unique identity based on the design by displaying the community's way for tourists to experience the beautiful atmosphere which makes them happy. In addition, the tourist photo spots should be focused for pictures to be taken and published on social media and to be told by online media. These bring the electronic word of mouth to revisit intention. To summarize, the manager of Taladtongchom should engage with the tourists' experience creation related to electronic word of mouth, emphasizing on the educational and esthetic experience creation. The cultural learning activities and the market's landscape construction have to fascinate and attract tourists to share their Taladtongchom tourism experiences through social media (see appendix B).

Second, the manager of Taladtongchom should consider the creation of entertainment and escapist experience, realized that is linked to creating relationships with customers with affective and continuance commitment to the Taladtongchom. It appears that successful creation of entertainment and an escapist experience to electronic word of mouth and revisit intention; for example, local performing arts, culture dancing and playing music, and other activities allow tourists to participate to possess a different life from everyday life, such as getting on a boat to visit the local's atmosphere or dancing with people in the community, etc. (see appendix B). These performances and activities are based on the tourists' preferences, happiness, and suitability for their lifestyle. Furthermore, the worthwhileness of Taladtongchom visitation is shaped by seeing fun, enjoyable shows, and activities that make the experience different from the daily life. Thus, the relationship creation with tourists in Taladtongchom should consider commitment due to resulting in the electronic word of mouth and revisit intention and the manager of Taladtongchom should regard the results of dimension of customer experience appropriately.

Third, the government should establish a policy to boost Taladtongchom as a tourist attraction that emphasizes on the cultural identity for learning as a uniquely selling proposition of each market, and support the beautiful landscape creation indicating the environment of the locals' way of life and tourist activities to stimulate word of mouth and tourist visitation. In other words, the government organizes tourism activities along a Taladtongchom route in each region by arranging the attractive promotion in order that tourists are to post a picture, share a photo, or send a message to indicate the culture and the beautiful market. Tourists will get free expenditures for travel, meals, and accommodation in the market area in order to encourage them to visit and make the market known. Moreover, supporting for the unique performances and activities of the market makes tourists appreciate and achieve the worthwhileness of travel in order to publish information via online media because they rapidly distribute information which can stimulate the revisit desire by inviting friends or relatives to travel.

Finally, the tourist destinations in context which are similarly to Taladtongchom, such as Community-based Tourism (CBT) or homestay, can implement the guideline to create dimension of customer experience related to the proper type of commitment which follows the researchers' recommendations to be useful in stimulating the tourists' electronic word of mouth and revisit intention.

Limitation and Future Research Directions

Limitation

First, the previous literatures on the customer experience and the dimension of customer experience were conducted in either western or developed countries. The study of customer experience, commitment, electronic word of mouth, and revisit intention in those countries may yield different results due to the effect of cultural factors. Moreover, this research studied only with samples who were Thai tourists. Therefore, the research results that are just the views of Thai tourists, whose results may not be covered in the view of foreign tourists.

Second, this research has only studied two dimensions of commitment which are affective and continuance commitment, but it do not study normative commitment because of in the context of research study in the tourism industry. The tourism of tourists does not consider from social norms but tourists who travel because of preference and according to the trend of the word of mouth.

Third, this research is just a study of the relationship of customer experience and commitment with electronic word of mouth and revisit intention. The results of the study are based on the questionnaire of tourists' opinions from the questionnaire. Some variables, such as the electronic word of mouth, can be further considered by counting the number of shares, checking in at the Taladtongchom, and reviewing the Taladtongchom which are customer reviews that can be used in managerial implication.

Finally, this research is only a study in the context of the Taladtongchom, which is just an industry in the tourism industry. Therefore, research results may lack generalization and do not reflect other types of tourism industries. Therefore, the use of results should be considered with caution.

Future Research

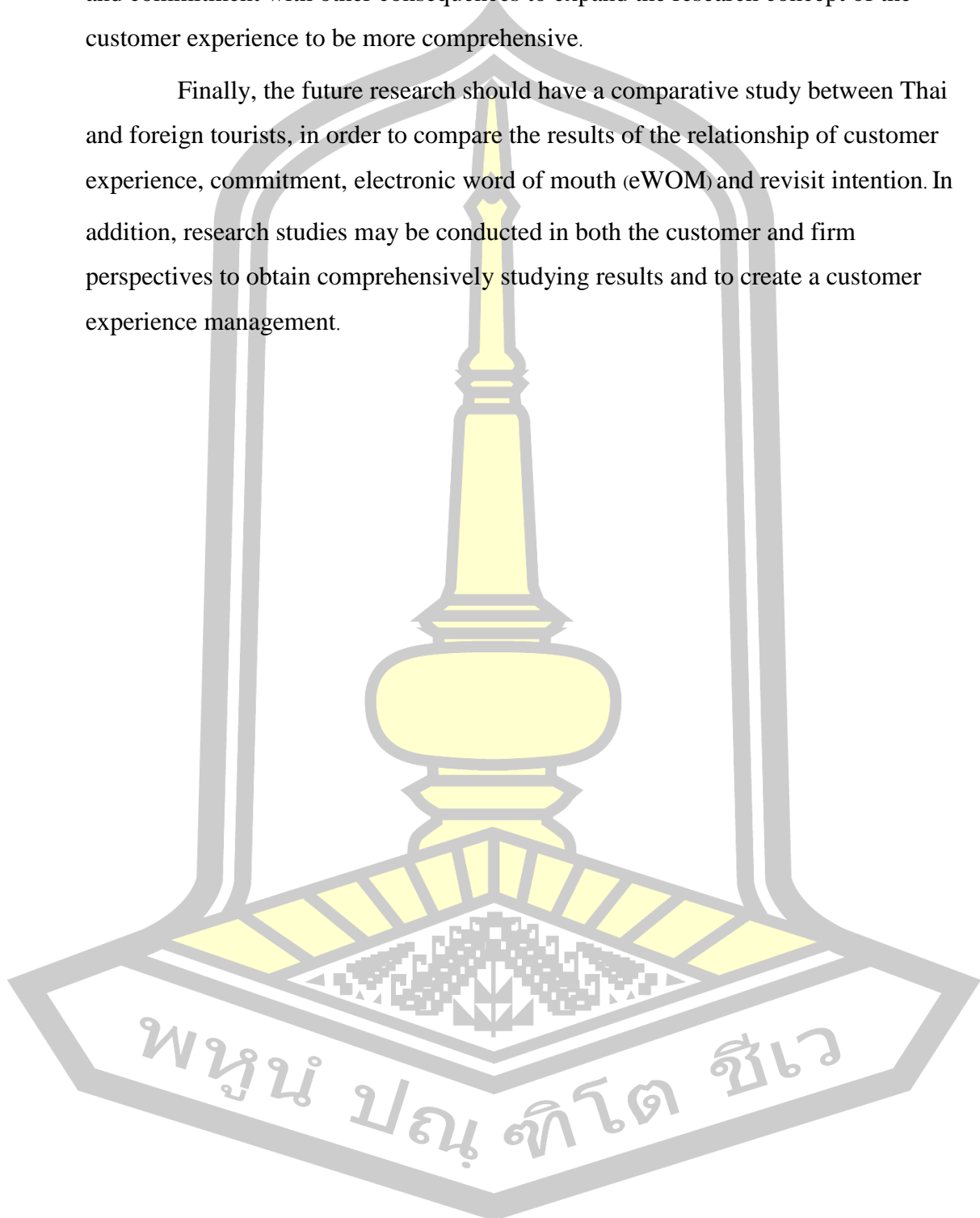
First, the future research should be further studied in other contexts of a tourism industry or other industries to expand the contribution and generalization of the conceptual framework of customer experience, commitment, electronic word of mouth (eWOM) and revisit intention.

Second, the future research should use the conceptual framework of this research to be tested in an industry related to experience creation or the use of experience to make a difference, such as a five-star hotel that offers activities for guests, organizing popular running, or cycling events etc.

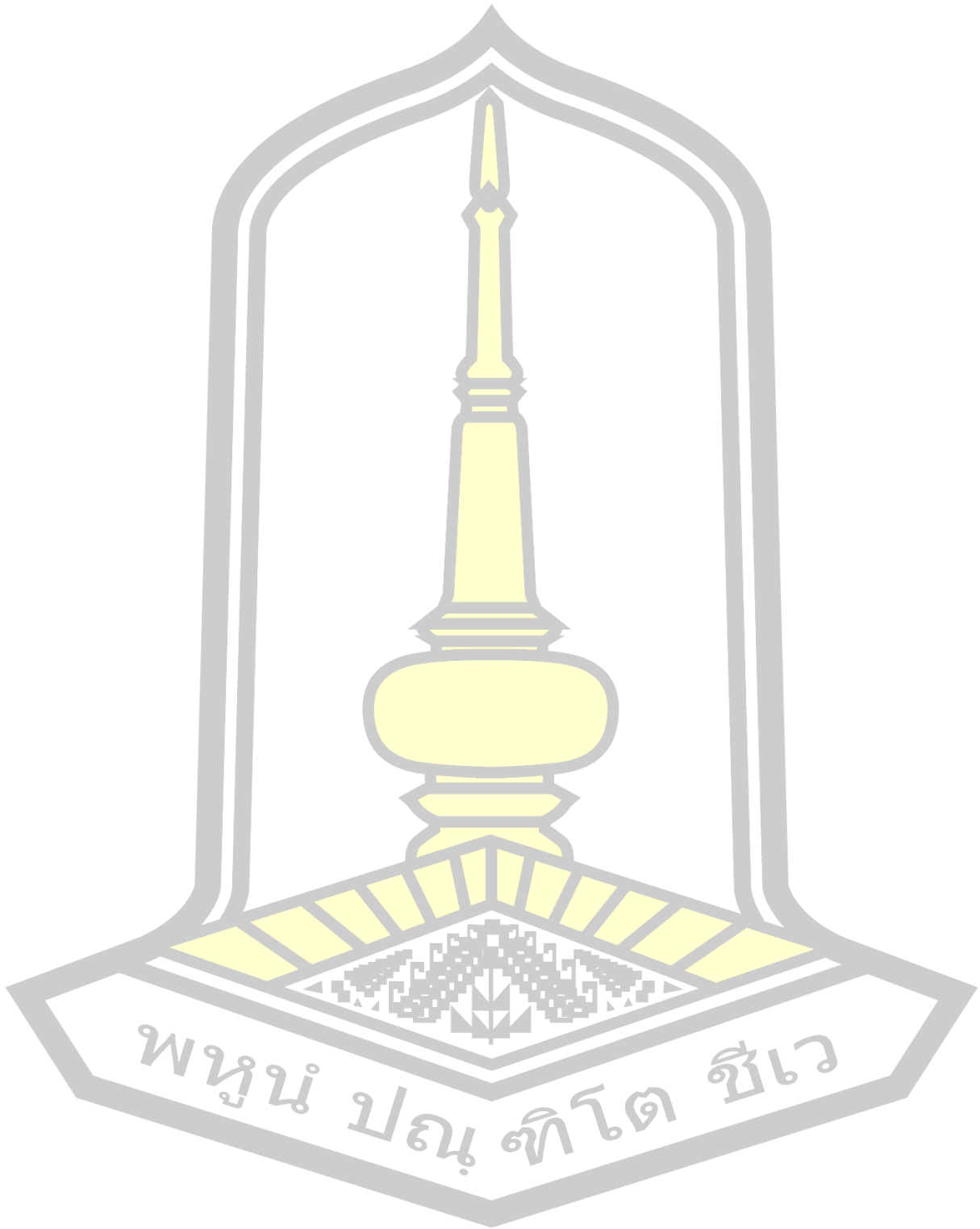
Third, the future research may study the additional relationship of customer experience and normative commitment in other contexts, to expand the relationship mechanism of customer experience and commitment relationships.

Fourth, the future research may study the relationship of customer experience and commitment with other consequences to expand the research concept of the customer experience to be more comprehensive.

Finally, the future research should have a comparative study between Thai and foreign tourists, in order to compare the results of the relationship of customer experience, commitment, electronic word of mouth (eWOM) and revisit intention. In addition, research studies may be conducted in both the customer and firm perspectives to obtain comprehensively studying results and to create a customer experience management.



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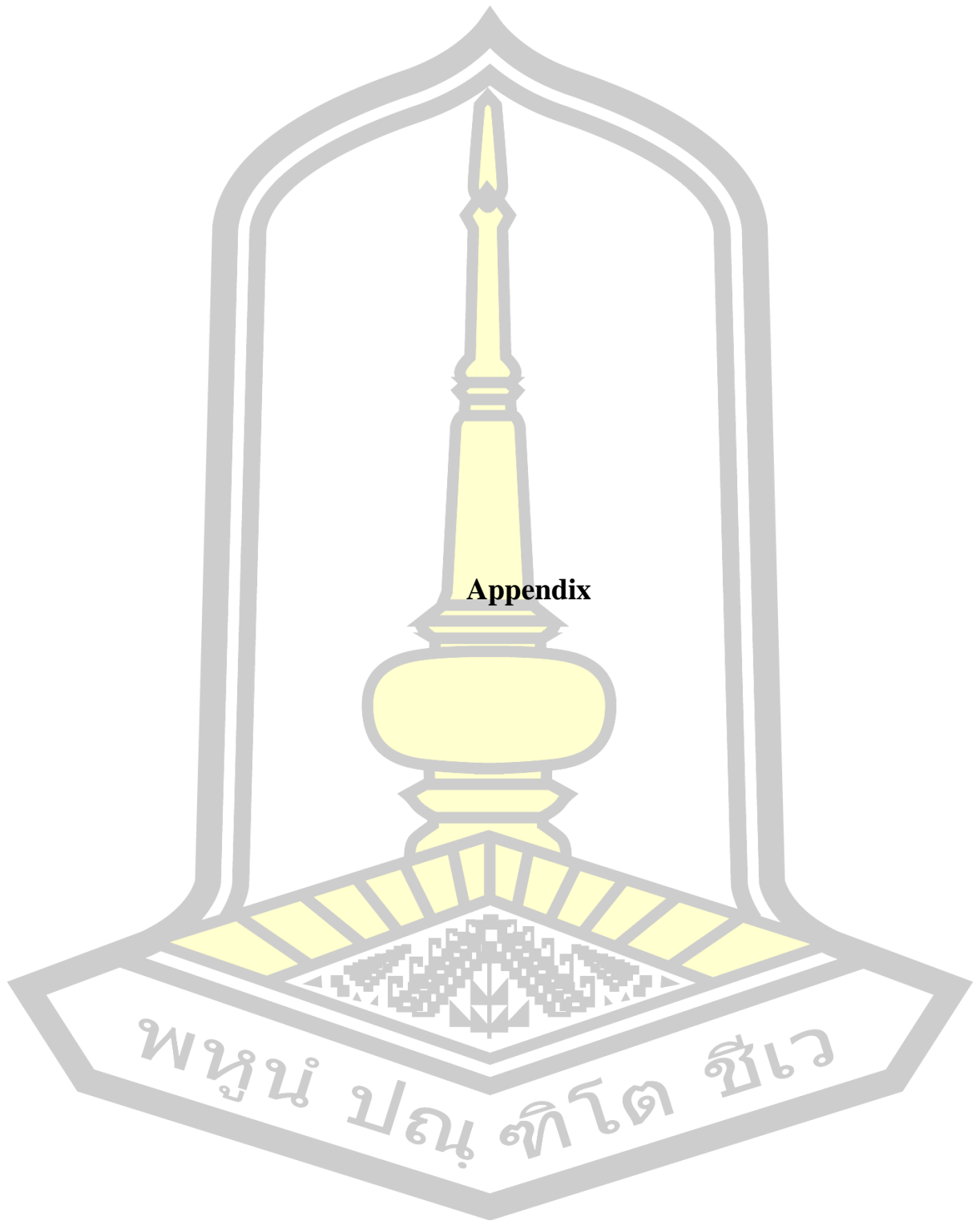
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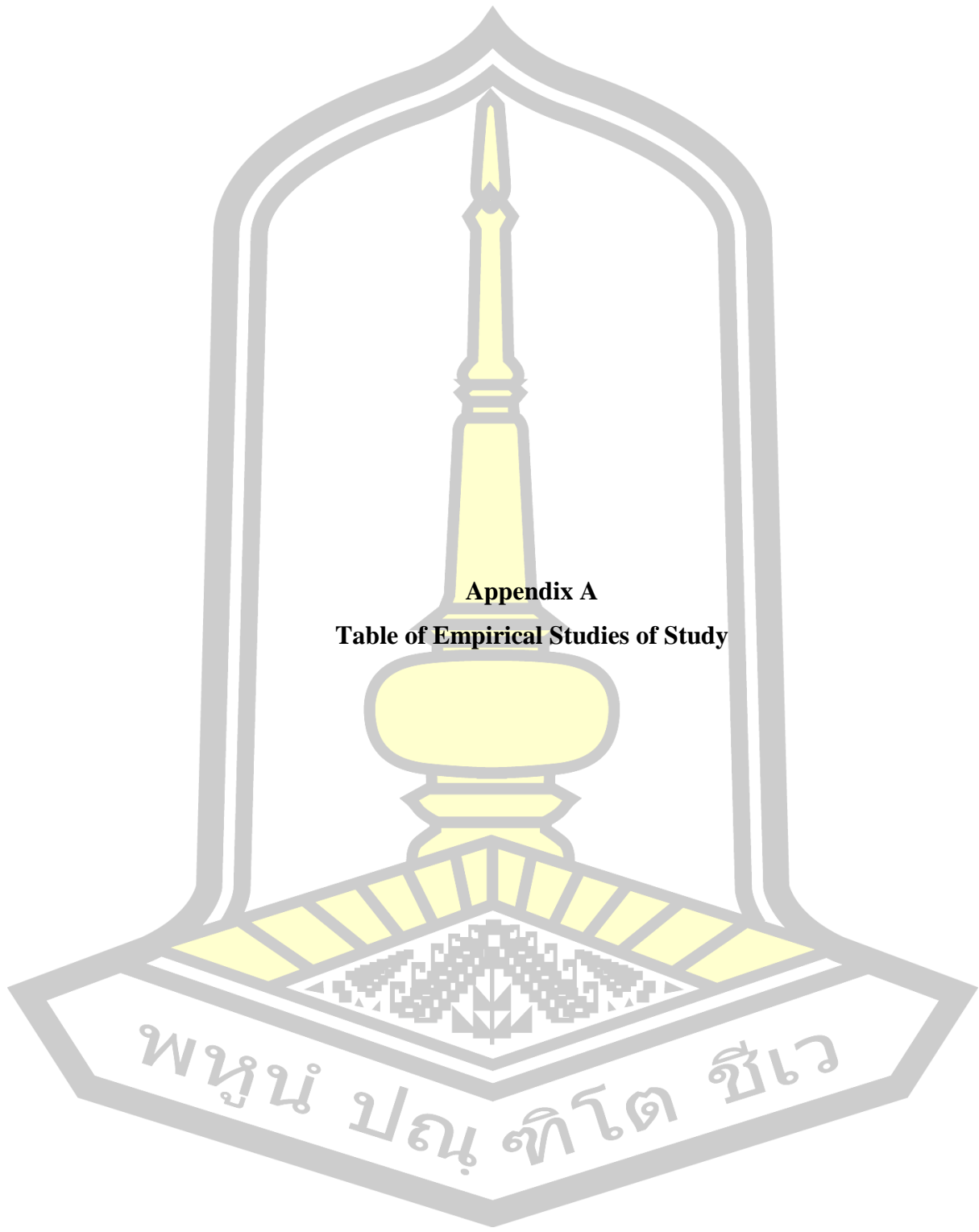
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พหุบัณฑิต ชีวะ



Appendix

พหุบัณฑิตยศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย



Appendix A
Table of Empirical Studies of Study

พหุณฺ์ ปณฺุ ทิโต สีเว

Table A1 Test Relationship of Customer Experience and Dependents

Authors	Objective	Dependent	Result	Industry
Ali et al. (2018)	This study aims to examine the effect of customer experiences (both physical and social) on their delight, satisfaction with and loyalty to Malaysian theme parks.	Customer delight, Customer satisfaction, Customer loyalty	Physical environment (Ambience), interaction with staff, interaction with other customers have positive impact on customer delight, customer satisfaction, customer loyalty	Parks
Ali et al. (2014)	The objective of this study is to examine the influence of four facets of customer experience on their memories and loyalty.	Memories, Customer Loyalty	Educational experience, entertainment experience, esthetic experience, escapism experience have positive effect on memories, customer loyalty	Resort hotels
Carlson et al. (2016)	The purpose of this study is to empirically investigate the communal and individual mechanisms that simultaneously shape the customer experience in group-oriented event tourism on grounded in activity theory.	Perceived Value, Satisfaction	Communal experience and individual experience are related through Holistic Customer experience toward Perceived Value, Satisfaction	Tourism

Table A1 Test Relationship Customer Experience and Dependents (Continue)

Authors	Objective	Dependent	Result	Industry
Foroudi et al. (2016)	This research applies complexity theory to understand the effect of innovation capability and customer experience on reputation and loyalty.	Reputation, Loyalty	Innovation capability and customer experience effect on reputation and loyalty	Retail
Hosany et al. (2010)	The purpose of this article is twofold: to identify the underlying dimensions of cruisers' experiences and to investigate the relationships among cruisers' experiences, satisfaction, and intention	Arousal, Memory, Overall Quality, Satisfaction	customer experience positive effect on memory, arousal and perceived quality	Cruise
Khana et al. (2015)	This study adopted customer experience scale and examined its effect on customer satisfaction, brand loyalty and word-of-mouth in hotel industry.	Customer satisfaction, Brand Loyalty, Word of mouth	1) Peace of mind, outcome focus, moments of truth, product experience positively influences customer Satisfaction 2) Customer Satisfaction positively influences brand loyalty and word of mouth 3) Brand loyalty positively influences word of mouth.	Hotel

Table A1 Test Relationship Customer Experience and Dependents (Continue)

Authors	Objective	Dependent	Result	Industry
Lin and Bennett (2014)	The purpose of this paper is to examine the construct of retail customer experience (CE) and its links to satisfaction and loyalty; and to test whether loyalty program perform a moderating effect on those links.	Satisfaction, Loyalty	The empirical results confirm the model of customer experience positive impact on customer satisfaction and loyalty; but reveal that loyalty program perform non-significant moderating role in enhancing the linkages in the model.	Retail
Martin et al. (2015)	The study examines a model of antecedents for cognitive and affective experiential states and their influence on outcomes, such as online shopping satisfaction and repurchase intentions.	Satisfaction, Trust, Perceived Risk, Repurchase Intention	1) Cognitive experiential state positive effect on satisfaction 2) affective experiential state positive effect on satisfaction and trust 3) satisfaction positive effect on repurchase 4) perceived risk negative effect on repurchase	E-retailing

Table A1 Test Relationship Customer Experience and Dependents (Continue)

Authors	Objective	Dependent	Result	Industry
Mohd-Ramly, and Omar (2017)	The purpose of this paper is to examine the influence of store attributes on customer experience and customer engagement in the context of department store in Malaysia.	Customer engagement	Merchandise, post-transaction service, store atmosphere, loyalty program, positive relationship with customer experience and merchandise, communication, Interpersonal communication, loyalty program positive relationship with customer engagement and customer experience . In addition, customer experience positive relationship with Customer engagement	Retail
Nambisan and Watt (2011)	The main objective of this study is to conceptualize and develop a new construct, Online Community Experience (OCE), that focuses on measuring member experience in online communities and to examine its impact on organizations	Attitude towards product, Attitude towards company, Service quality	Pragmatic experience, hedonic experience, sociability experience positive effect on attitude towards product, attitude towards company and service quality. In parts of usability experience positive effect on attitude towards product	Online Product of IBM, Adobe, Intel, Microsoft

Table A1 Test Relationship Customer Experience and Dependents (Continue)

Authors	Objective	Dependent	Result	Industry
Pandey et al. (2018)	The purpose of this paper is to explore the dimensions of online customer experience (OCE) and their impact on satisfaction and loyalty in the clothing e-retail context	Satisfaction, Loyalty	1) Satisfaction effects on loyalty. 2) e-confidence, e-self-efficacy, e-logistic ease, e-enjoyment, interactivity, visual engagement effect on satisfaction. 3) e-logistic ease, e-enjoyment Interactivity, visual engagement effect on loyalty 4) gender is observed to moderate the relationship among three online customer experience factors (e-distrust, e-negative beliefs and website interactivity) and satisfaction.	Online Clothing
Rose et al. (2012)	The main objectives of study are as follows: 1) identify the components of online customer experience (OCE). 2) develop a comprehensive theoretical model of OCE that incorporates direct and indirect antecedent variables, OCE component variables and outcome variables based on preexisting theory of customer purchase intention.	Satisfaction, Trust, Repurchase Intention	1) Cognitive and affective experiential state positive effect on satisfaction 2) satisfaction and trust positive effect on repurchase	Online Retail

Table A1 Test Relationship Customer Experience and Dependents (Continue)

Authors	Objective	Dependent	Result	Industry
	3) test empirically the explanatory model of OCE to find support for the proposed causal relationships.			
Slatten et al. (2011)	This empirical study aims to investigate the potential of customer experiences in the tourism industry to influence emotions and thus create positive mental imprints.	Positive emotions	Ambience, participation in activity, interaction with other customers, interaction between customer and employees have significance for customers' positive emotions.	Parks
Srivastava and Kaul (2016)	The purpose of this paper studies to examine the impact of customer experience on attitudinal and behavior loyalty.	Share of Wallet (Consumer spend)	1) Attitudinal loyalty have positive and direct effect on behavioral loyalty. 2) Customer experience has positive and direct effect on attitudinal and behavioral loyalty and share of wallet. 3) Attitudinal and behavioral loyalty have positive and direct effect on share of wallet.	Retail

Table A2 Test Relationship of Commitment and Independents and Dependent

Authors	Objective	Independent	Dependent	Result	Industry
Bansal et al. (2004)	To test the role of consumer commitment on consumers' intentions to switch.	Subjective Norms, Satisfaction, Trust, Switching costs, Alternative Attractiveness	Switching Intention	- Both normative and continuance commitment negatively related to switching intention - Trust positively related to affective commitment and switching costs related to continuance commitment - Subjective norms negatively related to normative commitment	Auto Repair
Čater and Čater (2010)	The article examined how product and relationship quality influence customer commitment along with their combined effect on customer loyalty.	Product Quality, Knowledge Transfers, Adaptation, Cooperation, Trust	Attitudinal Loyalty, Behavioral Loyalty	- Product quality positive effect on calculative commitment - Adaptation positive effect on normative commitment - Cooperation positive effect on affective commitment	Manufacturing Firm

Table A2 Test Relationship of Commitment and Independents and Dependent (Continue)

Authors	Objective	Independent	Dependent	Result	Industry
Cater and Zabkar (2009)	To examines commitment from the customer's perspective, consisting of three components: calculative, affective and normative. Relationships were tested between the three dimensions of commitment and social bonds, trust and satisfaction in the context of professional business services providers and their clients.	Social bonds, Trust, Satisfaction	Loyalty	<ul style="list-style-type: none"> - Trust positive effect on affective, calculative, and normative commitment - Affective commitment positive influence attitudinal loyalty and behavioral loyalty - Trust, social bonds, and satisfaction positively influences affective commitment - Social bonds and satisfaction positively influences calculative commitment - Affective commitment positively influences loyalty 	Service Industry

Table A2 Test Relationship of Commitment and Independents and Dependent (Continue)

Authors	Objective	Independent	Dependent	Result	Industry
Cater et al. (2011)	To contribute to the body of knowledge on client commitment in business-to-business professional services by developing and testing two alternative models: one based on the relationship Marketing (RM) approach and the second on the industrial marketing and purchasing group (IMP) approach. Both models include the same mediators (components of commitment) and consequences (attitudinal and behavioral loyalty), yet they differ in the antecedents of commitment.	Trust, Social bonds, Satisfaction, Adaptation, Knowledge Transfers	Attitudinal Loyalty, Behavioral Loyalty	- Trust, Social bonds, Satisfaction, and knowledge transfers positive influence affective commitment - Adaptation negative influences calculative commitment - Trust positive influence normative commitment - Affective commitment positive influence attitudinal loyalty and behavioral loyalty	Service Industry
De Ruyter et al. (2010)	To develop and empirically test a model that integrates variables from the environment of high-technology markets with the relationship variables of commitment, trust, and relational continuity.	Offer characteristics, Relationship characteristics, Market characteristics, Trust	Intention to Stay	- Offer characteristics, relationship characteristics, and market characteristics positive related to affective and calculative commitment - Trust positive related to affective commitment but negative related to	Copier

Table A2 Test Relationship of Commitment and Independents and Dependent (Continue)

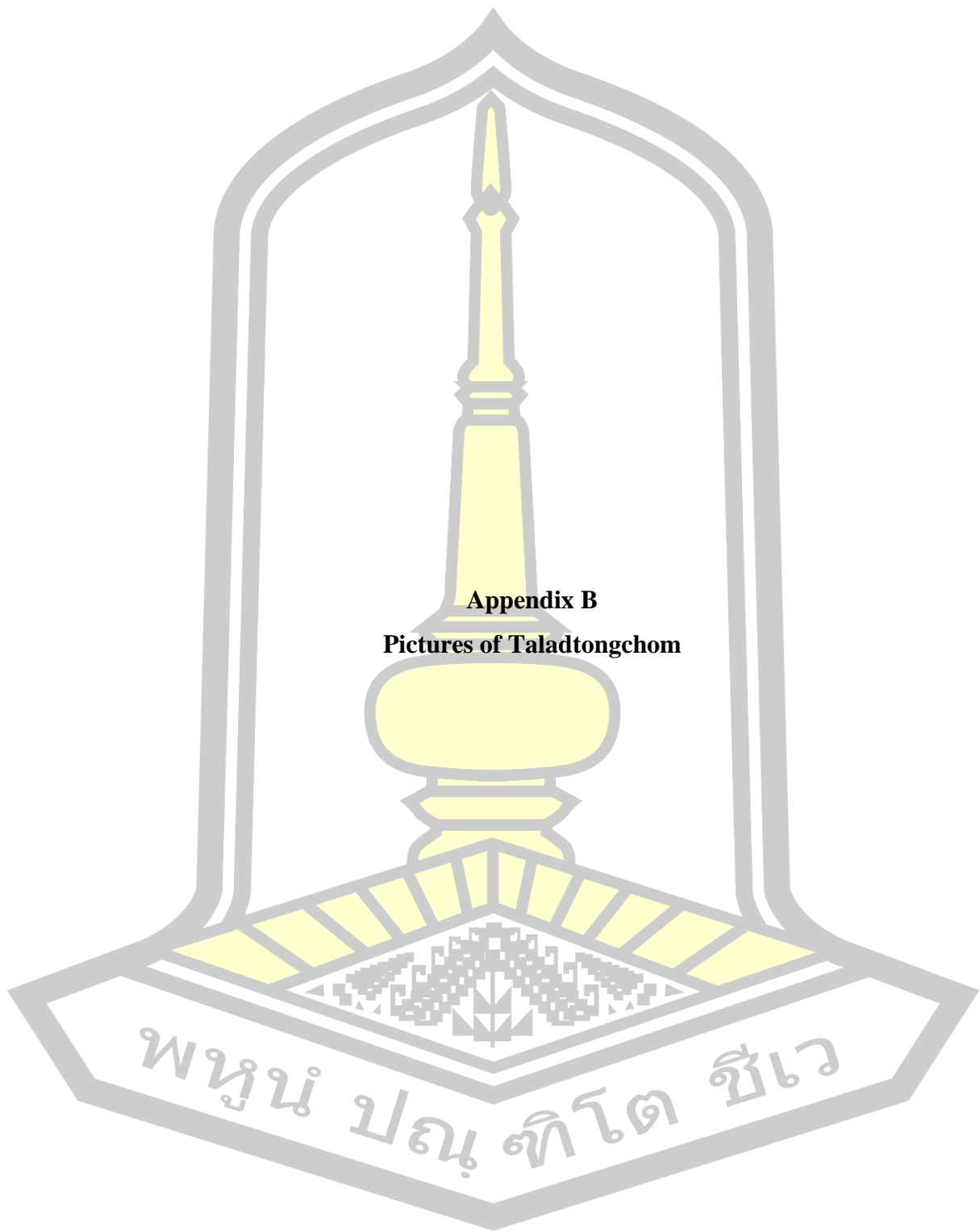
Authors	Objective	Independent	Dependent	Result	Industry
Fullerton (2005)	To examine the ways that service quality and the relationship marketing perspective both contribute to understanding of customer loyalty in retail and services industries.	Service Quality, Alternative Scarcity		calculative commitment - Affective and calculative commitment positive related to intention to stay - Service quality and alternative scarcity positively related to continuance commitment - Service quality positively related to commitment - Affective commitment positively related to advocacy intentions and willingness to pay more but negatively related to switching intention - Continuance commitment positively related to switching intention but negatively related to advocacy intentions and willingness to pay more	Retail

Table A2 Test Relationship of Commitment and Independents and Dependent (Continue)

Authors	Objective	Independent	Dependent	Result	Industry
Hennig-Thurau et al. (2002)	To integrate the research streams on relational benefits and relationship quality in the development of a comprehensive model.	confidence benefits, social benefits, and special treatment benefits	Word of mouth, Customer Loyalty	Partially mediate the relationship between three relational benefits (confidence benefits, social benefits, and special treatment benefits) and the two outcome variables (customer loyalty and word of mouth)	Service Industry
Izogo (2017)	To examine how firms can influence customer loyalty through customer commitment by leveraging two constructs of service quality: service assurance and service reliability.	Service assurance and service reliability.	Behavioral Loyalty, Attitudinal Loyalty	-Service assurance has a significant positive effect on affective commitment. -Service reliability has a significant positive effect on continuance commitment. -Customer loyalty has positively related to affective commitment. -Service reliability has an indirect positive effect on customer loyalty through affective and continuance commitment.	Mobile Phone

Table A2 Test Relationship of Commitment and Independents and Dependent (Continue)

Authors	Objective	Independent	Dependent	Result	Industry
Ranganathan et al. (2013)	To identify cognitive and affective determinants of customer loyalty towards e-mail services, including interrelationships, and to understand the process by which the cognitive and affective antecedents influence customer loyalty.	Emotion, Satisfaction, Trust	Affective Loyalty, Behavioral Intention	-Emotion, satisfaction, trust have a direct positive relationship with affective commitment -Affective commitment has direct positive relationship with affective loyalty	Online Service



Appendix B
Pictures of Taladtongchom



Educational Experience

Learning about local culture, locals' way of life and livelihoods of the villagers such as dressing, communicate with native language, local food.



Esthetic Experience

The landscape of Taladtongchom that display the way of the community for tourists to experience the beautiful atmosphere which make they feel happy. By focusing on the tourist photo spot to take pictures

ชีเว



Entertainment Experience

Local performing arts, culture dancing and playing music of Taladtongchom that creates entertainment for tourists.

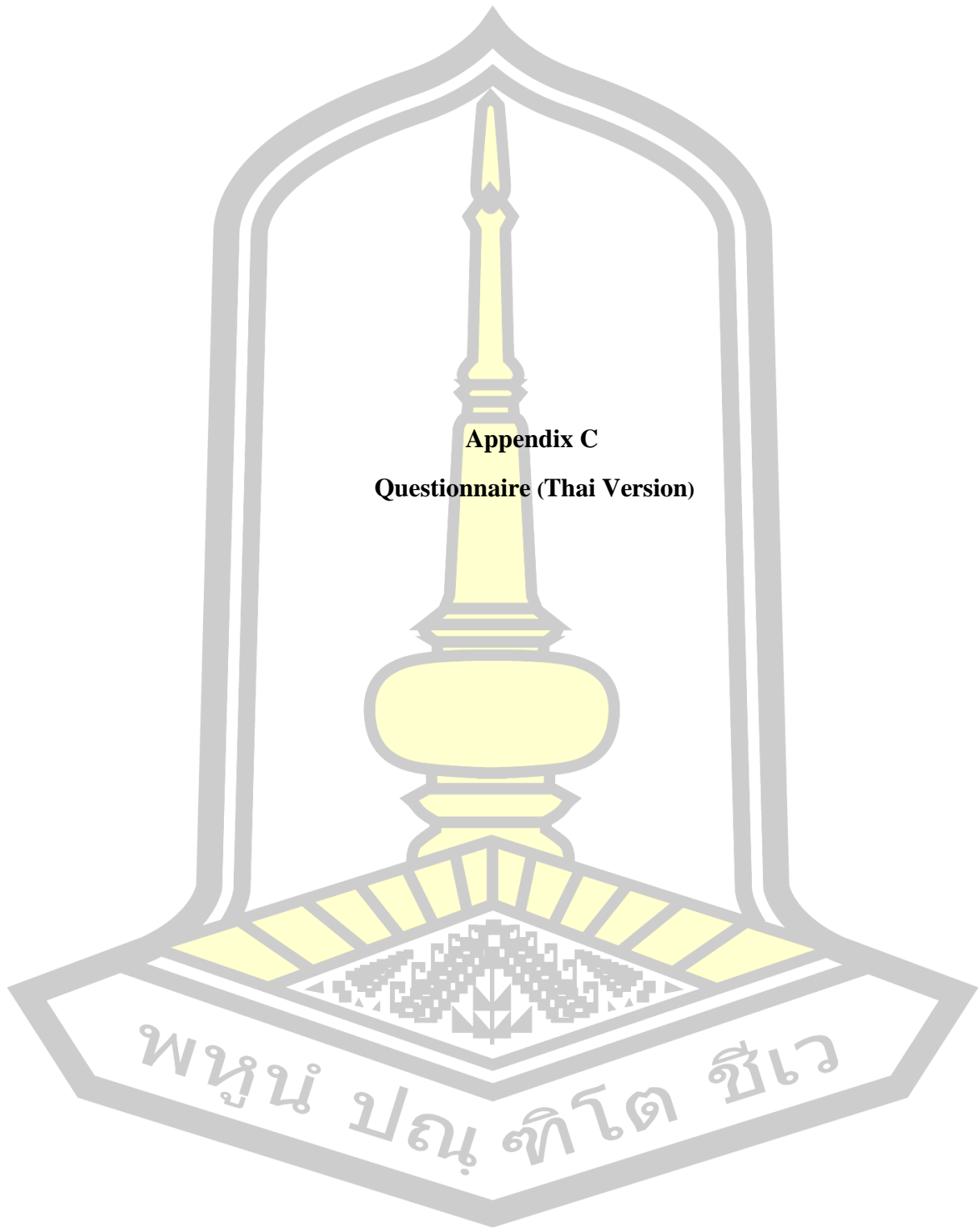
ชีเว



Escapist Experience

Activity of Talad Tongchom to create participation for tourists to live a different life from everyday life such as getting into a boat to visit the local's atmosphere around Talad Tongchom

ชีวะ



Appendix C
Questionnaire (Thai Version)



แบบสอบถามเพื่อการวิจัย เรื่อง ประสบการณ์ลูกค้าและความผูกพันต่อการใช้คำพูดปากต่อปากแบบอิเล็กทรอนิกส์และความตั้งใจกลับมาท่องเที่ยว: กรณีศึกษา ตลาดต้องชม ประเทศไทย

คำชี้แจง

โครงการวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาวิจัยเรื่อง “ประสบการณ์ลูกค้าและความผูกพันต่อการใช้คำพูดปากต่อปากแบบอิเล็กทรอนิกส์ และความตั้งใจกลับมาท่องเที่ยว: กรณีศึกษา ตลาดต้องชม ประเทศไทย” เพื่อใช้เป็นข้อมูลในการจัดทำวิทยานิพนธ์ในระดับปริญญาเอกของผู้วิจัย ในหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการจัดการการตลาด คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333

โดยรายละเอียดของแบบสอบถามประกอบด้วยส่วนคำถาม 7 ตอน ดังนี้

- ตอนที่ 1 ข้อมูลทั่วไปของนักท่องเที่ยว
 - ตอนที่ 2 พฤติกรรมการท่องเที่ยวในตลาดต้องชมประเทศไทยของนักท่องเที่ยว
 - ตอนที่ 3 ความคิดเห็นเกี่ยวกับประสบการณ์ลูกค้าที่ได้รับจากการท่องเที่ยวในตลาดต้องชม ประเทศไทย
 - ตอนที่ 4 ความคิดเห็นเกี่ยวกับความผูกพันที่ได้รับจากการท่องเที่ยวในตลาดต้องชม ประเทศไทย
 - ตอนที่ 5 ความคิดเห็นเกี่ยวกับการใช้คำพูดปากต่อปากแบบอิเล็กทรอนิกส์เกี่ยวกับตลาดต้องชม ประเทศไทย
 - ตอนที่ 6 ความคิดเห็นเกี่ยวกับการกลับมาเยี่ยมชมอีกครั้งต่อตลาดต้องชม ประเทศไทย
 - ตอนที่ 7 ข้อคิดเห็น และข้อเสนอแนะอื่นๆ ที่เกี่ยวข้องกับการสร้างประสบการณ์ในการท่องเที่ยวของตลาดต้องชม ประเทศไทย
- คำตอบของท่านจะถูกเก็บรักษาเป็นความลับ และจะไม่มีการใช้ข้อมูลใดๆ ที่เปิดเผยเกี่ยวกับตัวท่านในการรายงานข้อมูล รวมทั้งจะไม่มีการร่วมใช้ข้อมูลดังกล่าวกับบุคคลภายนอกอื่นใดโดยไม่ได้รับอนุญาตจากท่าน

ผู้วิจัยขอขอบพระคุณที่ท่านได้กรุณาเสียสละเวลาในการตอบแบบสอบถามชุดนี้อย่างถูกต้องครบถ้วน และหวังเป็นอย่างยิ่งว่าข้อมูลที่ได้รับจากท่านจะเป็นประโยชน์อย่างยิ่งต่อการวิจัยในครั้งนี้ และขอขอบพระคุณอย่างสูงมา ณ โอกาสนี้

(นางสาววรรณวิสา ไพศรี)

นิสิตปริญญาเอก สาขาการจัดการการตลาด
คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

พหุณ ปรณ ทิโต ซิว

- ท่านได้รับรู้เกี่ยวกับตลาดต้องชมผ่านสื่อออนไลน์หรือไม่
 1. ได้รับ 2. ไม่ได้รับ (ข้ามไปตอบข้อ 3)
- จากข้อ 1. ท่านรับรู้เกี่ยวกับตลาดต้องชมผ่านสื่อออนไลน์ประเภทใด (ตอบได้มากกว่า 1 ข้อ)
 1. บล็อก 2. ชุมชนออนไลน์ 3. เว็บบอร์ด 4. Facebook
 5. Instagram 6. Twitter 7. Line 8. อื่นๆ โปรดระบุ.....
- สื่อออนไลน์ประเภทใดที่ท่านใช้งานและสื่อสารข้อมูลกับบุคคลต่างๆ (ตอบได้มากกว่า 1 ข้อ)
 1. Facebook 2. Instagram 3. Twitter 4. Line 5. อื่นๆ โปรดระบุ.....

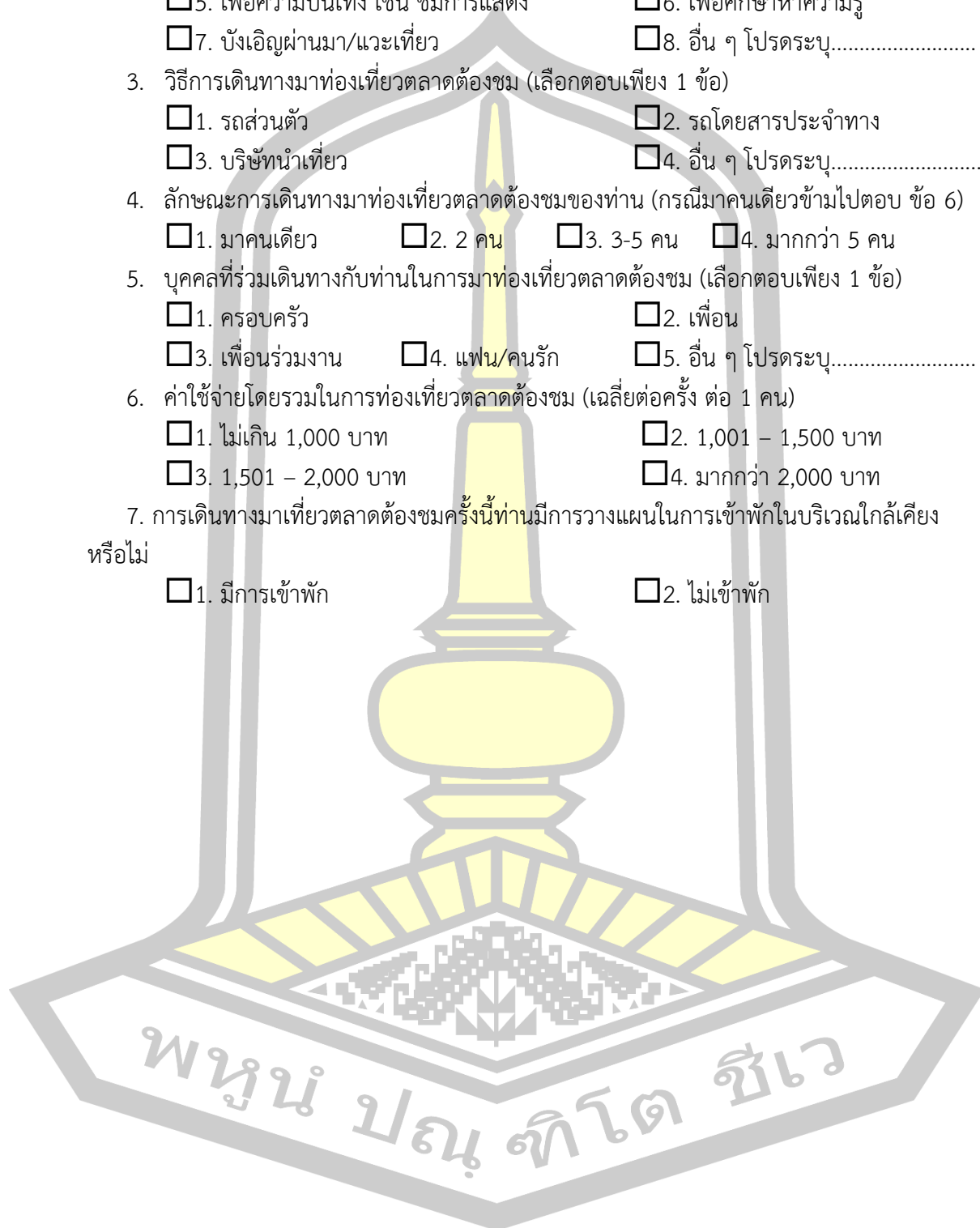
ตอนที่ 1 ข้อมูลทั่วไปของนักท่องเที่ยว

- เพศ
 1. ชาย 2. หญิง
- อายุ
 1. น้อยกว่า 20 ปี 2. 20 - 30 ปี
 3. 31 - 40 ปี 4. 41 - 50 ปี
 5. มากกว่า 50 ปี
- สถานภาพ
 1. โสด 2. มีแฟน
 3. สมรส 4. อื่นๆ โปรดระบุ.....
- ระดับการศึกษา
 1. ต่ำกว่าปริญญาตรี 2. ปริญญาตรี
 3. ปริญญาโทหรือสูงกว่า
- อาชีพ
 1. นักเรียน/นักศึกษา 2. พ่อบ้าน/แม่บ้าน
 3. ประกอบอาชีพอิสระ 4. ค้าขาย
 5. เกษตรกร 6. พนักงานบริษัทเอกชน
 7. ข้าราชการ/รัฐวิสาหกิจ 8. อื่นๆ โปรดระบุ.....
- รายได้เฉลี่ยต่อเดือน
 1. ต่ำกว่า 5,000 บาท 2. 5,000 - 10,000 บาท
 3. 10,001 - 15,000 บาท 4. 15,001 - 20,000 บาท
 5. 20,001 - 25,000 บาท 6. 25,001 - 30,000 บาท
 7. มากกว่า 30,000 บาท

ตอนที่ 2 พฤติกรรมการท่องเที่ยวในตลาดต้องชมประเทศไทยของนักท่องเที่ยว

- ท่านเคยมาท่องเที่ยวตลาดประเภทตลาดต้องชมก่อนหน้านี้กี่ครั้ง
 1. ไม่เคยมา 2. เคยมา 1 ครั้ง
 3. เคยมา 2 ครั้ง 4. เคยมา 3 ครั้งขึ้นไป
- วัตถุประสงค์ในการเยี่ยมชมตลาดต้องชม (เลือกตอบ 3 อันดับแรกที่เป็นเหตุผลหลัก)
 1. เพื่อซื้อสินค้า 2. เพื่อเดินทางท่องเที่ยว

3. เพื่อเรียนรู้วัฒนธรรมท้องถิ่น
4. เพื่อพักผ่อนหย่อนใจ
5. เพื่อความบันเทิง เช่น ชมการแสดง
6. เพื่อศึกษาหาความรู้
7. บังเอิญผ่านมา/แวะเที่ยว
8. อื่น ๆ โปรดระบุ.....
3. วิธีการเดินทางมาท่องเที่ยวตลาดต้องชม (เลือกตอบเพียง 1 ข้อ)
1. รถส่วนตัว
2. รถโดยสารประจำทาง
3. บริษัทนำเที่ยว
4. อื่น ๆ โปรดระบุ.....
4. ลักษณะการเดินทางมาท่องเที่ยวตลาดต้องชมของท่าน (กรณีมาคนเดียวข้ามไปตอบ ข้อ 6)
1. มาคนเดียว 2. 2 คน 3. 3-5 คน 4. มากกว่า 5 คน
5. บุคคลที่ร่วมเดินทางกับท่านในการมาท่องเที่ยวตลาดต้องชม (เลือกตอบเพียง 1 ข้อ)
1. ครอบครัว 2. เพื่อน
3. เพื่อนร่วมงาน 4. แฟน/คนรัก 5. อื่น ๆ โปรดระบุ.....
6. ค่าใช้จ่ายโดยรวมในการท่องเที่ยวตลาดต้องชม (เฉลี่ยต่อครั้ง ต่อ 1 คน)
1. ไม่เกิน 1,000 บาท 2. 1,001 – 1,500 บาท
3. 1,501 – 2,000 บาท 4. มากกว่า 2,000 บาท
7. การเดินทางมาเที่ยวตลาดต้องชมครั้งนี้ท่านมีการวางแผนในการเข้าพักในบริเวณใกล้เคียงหรือไม่
1. มีการเข้าพัก 2. ไม่เข้าพัก



ตอนที่ 3 ความคิดเห็นเกี่ยวกับประสบการณ์ลูกค้าที่ได้รับจากการท่องเที่ยวในตลาดต้องชม

ประสบการณ์ลูกค้า (Customer Experience)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ประสบการณ์ด้านการเรียนรู้จากการท่องเที่ยวตลาดต้องชม (Educational experience)					
1. ทำให้ได้เรียนรู้ถึงวัฒนธรรมท้องถิ่น					
2. ทำให้มีความรู้ความเข้าใจวิถีชุมชนเพิ่มขึ้น					
3. ทำให้เกิดการเรียนรู้จากชุมชนอย่างแท้จริง					
4. ทำให้กระตุ้นความสนใจในการเรียนรู้สิ่งใหม่ ๆ					
ประสบการณ์ด้านความบันเทิงจากกิจกรรมที่หลากหลายของตลาดต้องชม (Entertainment Experience)					
5. ทำให้เกิดความบันเทิง					
6. ทำให้เกิดความเพลิดเพลิน					
7. ทำให้รู้สึกสนุกสนาน					
8. ทำให้รู้สึกตื่นตาตื่นใจ					
ประสบการณ์ด้านความสวยงามของสภาพแวดล้อมในตลาดต้องชม (Esthetics Experience)					
9. มีความน่าดึงดูดใจ					
10. มีความสวยงาม					
11. มีการออกแบบที่บ่งบอกถึงวิถีชุมชน					
12. ทำให้รู้สึกถึงความลงตัวในการจัดวางร้านค้า					
13. ทำให้รู้สึกพึงพอใจที่ได้เห็นและสัมผัสบรรยากาศของตลาดต้องชม					
14. ทำให้รู้สึกสบายใจเมื่อได้มาที่นี่					

พูนุ ปณ ทิโต ชีเว

ตอนที่ 3 ความคิดเห็นเกี่ยวกับประสบการณ์ลูกค้าที่ได้รับจากการท่องเที่ยวในตลาดต้องชม (ต่อ)

ประสบการณ์ลูกค้า (Customer Experience)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ประสบการณ์ด้านการหนีหนีจากชีวิตประจำวัน โดยการมาท่องเที่ยวตลาดต้องชม (Escapist Experience)					
15. ทำให้รู้สึกถึงการได้ใช้ชีวิตที่แตกต่างจากเดิม					
16. ทำให้รู้สึกเหมือนอยู่ในเวลาและสถานที่ที่แตกต่างจากเดิม					
17. ทำให้รู้สึกว่าได้หนีหนีจากการใช้ชีวิตประจำวัน					
18. ทำให้ลืมนึกถึงสิ่งที่เกิดขึ้นเป็นปกติในชีวิตประจำวัน					
19. ทำให้รู้สึกว่าได้พบเจอสิ่งต่างที่แตกต่างจากชีวิตประจำวัน					

ตอนที่ 4 ความคิดเห็นเกี่ยวกับความผูกพันที่ได้รับจากการท่องเที่ยวในตลาดต้องชมของประเทศไทย

ความผูกพัน (Commitment)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ความผูกพันด้านความรู้สึกจากการท่องเที่ยวตลาดต้องชม (Affective Commitment)					
1. ฉันมักจะมาท่องเที่ยวตลาดต้องชมเพราะมีความชื่นชอบเป็นพิเศษ					
2. ฉันรู้สึกผูกพันกับตลาดต้องชม					
3. ฉันมีความสุขกับการได้มาท่องเที่ยวตลาดต้องชม					
4. ฉันรู้สึกว่าสไตล์การท่องเที่ยวของฉันเหมาะกับตลาดต้องชม					

พหุบัณฑิต ชีเว

ตอนที่ 4 ความคิดเห็นเกี่ยวกับความผูกพันที่ได้รับจากการท่องเที่ยวในตลาดต้องชมของประเทศไทย

ความผูกพัน (Commitment)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ความผูกพันด้านความต่อเนื่องในการท่องเที่ยวตลาดต้องชม (Continuance Commitment)					
5. ฉันมาเที่ยวตลาดต้องชมเพราะค่าใช้จ่ายไม่สูงมากนัก					
6. ถ้าฉันเปลี่ยนไปเที่ยวที่อื่นจะทำให้มีค่าใช้จ่ายที่สูงขึ้นกว่าตลาดต้องชม					
7. ฉันมาเที่ยวตลาดต้องชมเพราะรู้สึกที่ไม่มีทางเลือกอื่นที่ดีกว่านี้ในการท่องเที่ยว					
8. ฉันมักจะมาเที่ยวตลาดต้องชมเพราะรู้สึกที่ไม่อยากเปลี่ยนไปเที่ยวที่อื่น					

ตอนที่ 5 ความคิดเห็นเกี่ยวกับการใช้คำพูดปากต่อปากแบบอิเล็กทรอนิกส์เกี่ยวกับตลาดต้องชมของประเทศไทย

คำพูดปากต่อปากแบบอิเล็กทรอนิกส์ต่อการท่องเที่ยวตลาดต้องชม (Electronic Word of mouth)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ฉันโพสต์และแชร์สิ่งที่ดี ๆ เกี่ยวกับตลาดต้องชมผ่านสื่อออนไลน์ เช่น Facebook, Line และ/หรือ Instagram					
2. ฉันตั้งใจที่จะแนะนำคนอื่นๆ ให้มาเที่ยวตลาดต้องชมผ่านสื่อออนไลน์ เช่น Facebook, Line และ/หรือ Instagram					
3. ฉันมีความสุขที่ได้โพสต์และแชร์ประสบการณ์ที่น่าประทับใจในการมาเที่ยวตลาดต้องชมผ่านสื่อออนไลน์ เช่น Facebook Line และ/หรือ Instagram					

ตอนที่ 6 ความคิดเห็นเกี่ยวกับการกลับมาเยี่ยมชมอีกครั้งต่อตลาดต้องชมของประเทศไทย

การกลับมาท่องเที่ยวตลาดต้องชม (Revisit Intention)	ระดับความคิดเห็น				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ฉันจะกลับมาเที่ยวตลาดต้องชมอีกครั้ง					
2. ฉันมีความตั้งใจที่จะพาครอบครัวและเพื่อน ๆ มาท่องเที่ยวตลาดต้องชมอีกครั้ง					
3. ตลาดต้องชมจะเป็นหนึ่งในสถานที่ท่องเที่ยวของฉัน เมื่อฉันวางแผนการเดินทางในครั้งต่อไป					

ตอนที่ 7 ข้อคิดเห็น และข้อเสนอแนะอื่นๆ ที่เกี่ยวข้องกับการสร้างประสบการณ์ในการท่องเที่ยวของตลาดต้องชมของประเทศไทย

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ขอขอบพระคุณท่านที่ได้สละเวลาตอบแบบสอบถามทุกข้อ



BIOGRAPHY

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พหุบัณฑิต ชีวะ