

Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotels

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Received: 31/05/2014 Accepted: 05/07/2015

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Abstract

Despite the increasing attention towards customer experience, empirical research to explain this notion and its consequences is still limited. Hence, this study aims to examine the effect of customer's experience with four dimensions on their emotions and satisfaction. A convenience sampling technique was used to select a sample of 600 at two tourist spots of Malaysia i.e., Langkawi and Penang. 450 questionnaires were returned back and the data was analysed using partial least square based structural equation modelling. Findings reveal that all the four dimensions of customer experience influence customer emotions which develop customer satisfaction. Resort hotels are least focused facet of tourism industry; therefore, this study validates the customer experience scale in the context of resort hotels and enhances the theoretical progress on the experience concept in relation with customer emotions and satisfaction and offer important implications for resort hotel marketers.

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Keywords: Customer Experience, Emotions, Customer Satisfaction, Resort Hotels, Partial Least Squares.

Citation: Ali F., K. Hussain and R. Omar (2016) Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotels. *European Journal of Tourism Research* 12, pp. 25-40