
The Impact of Service Quality on Customer Consumption Sentiment and Customer Loyalty in Wanshougong Historical and Cultural District, Jiangxi Province, China

Tanghan Guo

International Chinese College, Rangsit University, Pathum Thani, Thailand
Email: tanghan.g66@rsu.ac.th

Abstract

As of January 2025, the number of tourists visiting the Nanchang Wanshou Palace Historical and Cultural Block in Jiangxi Province, China continues to increase, making the improvement of service quality the top priority for this scenic area. This paper explores the relationship between the five dimensions of the SERVQUAL model for service quality and consumer emotions and customer loyalty to enhance the service quality of the scenic area. A random sampling survey method was used to collect 504 valid questionnaires, and SPSS was employed for reliability and validity analysis. By studying the relationship between the five dimensions of service quality and consumer emotions and customer loyalty, methods to improve the service quality of this scenic area can be identified, increasing tourist visits and helping the area understand specific dimensions for service quality enhancement.

Keywords: service quality, customer sentiment, customer loyalty, Nanchang, Jiangxi

1. Introduction

Currently, with the rapid development of China's economy and society. With its rich historical heritage, Nanchang is well-positioned to develop a thriving cultural and creative tourism industry. The success of Nanchang's tourism industry can drive overall societal development, significantly boost the economy, and promote the growth of the cultural and creative industries. Therefore, the development, utilization, and management of Nanchang's historical and cultural tourism resources have become issues of increasing concern.

Nanchang City, the capital of Jiangxi Province in China, is also known as "Hongcheng" or "Hero City". It currently governs six districts. Nanchang has experienced rapid economic and industrial development, hosting three national-level development zones. Covering an area of 7,195 square kilometers, Nanchang has a permanent population of 6.4375 million.

Nanchang boasts a long history and convenient transportation. As early as five thousand years ago, people were living and working in Nanchang. Since 202 BC when General Guan Ying of the Western Han Dynasty built the city here, it has flourished culturally and stands as an ancient city with over 2,200 years of history. It served as the location of county, prefecture, and provincial administrations throughout dynasties and remains the political, cultural, technological, educational, and economic center of Jiangxi Province. The city enjoys a favorable ecological environment and abundant natural resources. In Wang Bo's "Preface to the Pavilion of Prince Teng" from the Tang Dynasty, Nanchang was described as "a land of natural treasures and outstanding people", showcasing the city's beauty and brilliance at that time.

Leveraging its rich historical and cultural heritage as well as abundant tourism resources, Nanchang has actively developed its tourism industry and achieved significant success. During the 13th Five-Year Plan period (2016-2020), Nanchang closely followed the two major decisions of "building a culturally strong city" and "building a tourism powerhouse," adopting innovative thinking and practical actions to promote the flourishing development of culture and tourism.

According to data from the Nanchang Market Supervision Administration, the number of registered cultural and tourism enterprises in Nanchang grew from 206 at the beginning of 2012 to 7,918 by the end of July 2022—a 37.44-fold increase over a decade. Nanchang Mayor Wan Guangming stated in the government work report at the Fourth Session of the 16th Nanchang People's Congress on January 15, 2024: In 2023, Nanchang received 190 million tourist visits, a year-on-year increase of 16.9%; total tourism revenue reached RMB 197.779 billion, up 41.3% year-on-year, setting new historical records in both tourist numbers and revenue". This indicates that Nanchang has overcome pandemic-related challenges in recent years, achieving significant recovery and growth in tourism revenue. This paper takes Nanchang's Wanshou Palace Historical and Cultural Block as a starting point to explore the relationship between service quality, consumer sentiment, and customer loyalty.

Located in the heart of Nanchang City, Jiangxi Province, the Wanshou Palace Historical and Cultural Block is surrounded by thriving commercial areas. The block is connected to Wanshou Palace Station on Nanchang Metro Line 1 and Bayi Memorial Hall Station on Line 3, further enhancing travel convenience.

As a key historical and cultural site in Nanchang, the Wanshou Palace Historical and Cultural Block not only preserves rich historical memories but also embodies unique architectural styles and cultural accumulation. It draws large numbers of tourists, becoming a vital gateway for exploring Nanchang's history and culture.

With the rapid development of tourism in Wanshou Palace, research on its service quality has become increasingly important. This paper adopts the more scientific SERVQUAL model to address tourists' needs. The SERVQUAL model effectively evaluates service quality through five key dimensions—reliability, responsiveness, assurance, tangibles, and empathy—providing a multi-angle assessment system for tourism service.

Although studies on Wanshou Palace's service quality are growing in significance, as a newly emerging tourism destination in the Wanshou Palace historical and cultural district, existing service quality management methods—though relatively mature—still lack sufficient models tailored specifically for tourist attractions. The common SERVPERF model only analyzes expectations without evaluating performance, making it inadequate for quantifying the dimensions of service quality management in scenic areas. Meanwhile, the Kano model categorizes service elements into "must-be, one-dimensional, and attractive" to prioritize improvements but fails to provide detailed insights into which specific aspects of scenic area services require enhancement. Therefore, this paper adopts the more scientific SERVQUAL model to address tourists' needs. The SERVQUAL model effectively evaluates service quality through five key dimensions—reliability, responsiveness, assurance, tangibles, and empathy—providing a multi-angle assessment system for tourism service quality and establishing a structural framework for its improvement.

As an emerging tourist destination, the Wanshou Palace Historical and Cultural District remains relatively understudied. This paper aims to offer new perspectives on evaluating its service quality. While existing research often treats customer satisfaction as a mediating factor between service quality and loyalty, this study delves deeper into the interplay among service quality, customer loyalty, and consumer emotions. Positive emotional experiences can enhance perceived service quality and strengthen brand loyalty, whereas negative emotions may undermine it. The findings provide practical insights for tourism management: improving service quality while prioritizing emotional engagement can foster customer loyalty and enhance brand competitiveness.

This paper intends to explore the relationship between service quality, its five dimensions under the SERVQUAL framework, consumer emotions, and customer loyalty. The first objective is to fill the gap in quantitative research on the service quality model of the Wanshou Palace Historical and Cultural District by offering new perspectives. The second objective is to address the lack of research materials on the Wanshou Palace Historical and Cultural District and to study its service quality from the novel angle of consumer emotions.

2. Objectives

2.1 Research Questions

1) Is there a significant positive impact among service quality, consumption emotions, and customer loyalty in the Wanshou Palace Historical and Cultural District?

2) Do the five dimensions of service quality in the Wanshou Palace Historical and Cultural District have a significant positive impact on consumption emotions and customer loyalty?

2.2 Research Model

This model aims to investigate the influence of the five dimensions of service quality on consumption emotions and customer loyalty. Grounded in Oliver's (1997) Affective Response Theory, as well as Oliver (1993), the emotional responses experienced by customers during consumption significantly affect their satisfaction and subsequent loyalty behaviors. Key service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—directly shape emotional experiences, which in turn influence their loyalty decisions.

2.3 Theoretical Foundation

2.3.1 Definition of the Concept of Historic and Cultural Districts

Wu Liangyong (2001) proposed that if a city's historical and cultural achievements are outstanding, it means its overall appearance is both complete and distinctive. Historic districts refer to areas within a city that are well-preserved and feature unique architectural styles and historical layouts. These districts not only reflect the city's developmental trajectory but also showcase the cultural characteristics and lifestyles of different historical

periods. As the core carrier of urban culture, historic districts contain rich historical memories, reflecting social changes and cultural accumulation. Preserving and inheriting these districts helps enhance citizens' cultural identity and sense of belonging while adding unique charm and tourism value to the city. Reasonable planning and restoration of these areas can integrate tradition with modernity, achieving the continuity and innovative advancement of historical culture.

2.3.2 Definition and Measurement of Service Quality

Service quality is a key indicator for evaluating whether services meet customer standards. It not only considers the final service outcome but also takes into account the customer's evaluation process. When customers' perceived value meets or exceeds their expectations, they often form an emotional connection with the brand, as framed by Keller (1993), thereby increasing their loyalty. Service quality can be divided into subjective and objective types. Subjective service quality primarily reflects customers' attitudes and feelings, while objective service quality involves the comparison between customers' expectations of service performance and their actual experiences. Optimizing service quality requires attention to both aspects, paying heed to customer expectations while also valuing actual service outcomes. This approach enhances customer satisfaction and loyalty, ultimately achieving sustainable long-term brand development.

Service quality is a complex, multidimensional concept related to customer satisfaction and corporate competitiveness. Based on PZB research findings, consistent with Churchill (1979), service quality can be divided into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This framework forms the theoretical evaluation system of service quality. The team developed the SERVQUAL scale, an assessment tool that has gained dual recognition in both academic and commercial fields, becoming a key method for measuring service quality.

The SERVQUAL model employs a systematic measurement approach to assess customer expectations versus actual perceptions across multiple dimensions of service quality and visitor satisfaction. This provides concrete guidance for corporate service improvement efforts. Gap Analysis, as a management tool, focuses on identifying discrepancies between actual and expected performance. By using the SERVQUAL model to detect five key gaps in service delivery processes, companies can pinpoint specific areas of poor service quality and develop targeted improvement measures. This systematic analytical method enables comprehensive service quality evaluation, thereby significantly enhancing customer experience and satisfaction levels. This study explores the five dimensions of SERVQUAL model to demonstrate and measure the impact of service quality on scenic spots.

2.3.3 Definition and Measurement of Consumption Emotions

In the field of consumer psychology, emotions and feelings are closely related yet distinct concepts. Emotions are generally considered transient subjective experiences, as outlined by Meng, Z (2005), triggered by individual needs under external stimuli. These emotional reactions are instantaneous and impulsive, typically directly influenced by specific situations or stimuli. For example, when facing sudden danger, we might immediately feel fear or anger. This reaction is indeed intense but generally short-lived. Emotions are deep-seated experiences formed through prolonged contact and repeated stimulation, demonstrating stability and persistence. They play a crucial role in our social lives, with bonds like familial love and friendship growing stronger over time, reflecting deeper social significance. Understanding the distinction between emotional reactions and emotions helps us better navigate life's challenges and improve interpersonal relationships. Meng, Z (1989) noted that differentiating between emotions and feelings is vital for research, emphasizing the importance of precise terminology. Emotional states are transient and variable, whereas emotions are profound reactions shaped by long-term experiences and repeated stimuli.

In this study, accurately using the term "emotion" is crucial as it clearly captures the psychological shifts consumers undergo during consumption. Emotions represent immediate experiences during product purchase or usage, often manifesting as joy, anger, or surprise. These reactions are highly time-sensitive and context-dependent, closely tied to purchasing decisions and consumer experiences. Westbrook and Oliver (1991) demonstrated in their research that consumption emotions differ from general feelings or moods—they are more sudden and urgent, directly influencing purchasing behavior. Consumers might feel excitement from promotions or anger from unmet service expectations, with these emotional reactions significantly impacting buying choices. Grasping the role of consumption emotions is essential for consumer behavior research and marketing strategy development.

This conceptual definition is not only clear but also broad in scope, laying a theoretical foundation for deeper exploration in consumer emotion research. Many scholars have adopted this definition in subsequent

studies, further examining emotions' role in consumer behavior. As research progresses, scholars recognize fundamental differences between service and product consumption, particularly in the temporal relationship between purchase and consumption. This discrepancy might lead Westbrook and Oliver's definition to mistakenly assume that consumption emotions only emerge after product purchase, while the emotional experiences triggered by service consumption are typically more prominent during the usage phase. Consumers exhibit immediate emotional reactions when experiencing services. To grasp the formation mechanism of consumption emotions, we should pay closer attention to the distinct characteristics between service and product consumption, thereby enriching the theoretical framework of consumption emotions. To more appropriately define consumption emotions, Oliver (1993) refined this concept. Consumption emotions represent the overall affective responses formed when consumers evaluate the performance and value of goods or services. This study adopts Oliver's definition, considering it more comprehensive as it accurately reflects the emotional fluctuations consumers experience during consumption. In the practical contexts of both service and product consumption, consumers' emotional experiences not only influence purchasing decisions but also profoundly affect subsequent satisfaction and loyalty. Through in-depth analysis of consumption emotions, this research will demonstrate how emotional fluctuations shape consumers' overall experiences, thereby providing businesses with more effective competitive strategies in the market.

This study employs the two-factor emotion model for calculation. The two-factor emotion model, proposed by Tellegen and Watson (1985), aims to explain potential emotional reactions consumers may experience during product or service consumption. According to this model, consumption emotions are categorized into positive and negative types: positive emotions manifest as delight, tranquility, and satisfaction, while negative emotions often appear as sadness, frustration, or anxiety. A key insight of this model is treating pleasure and dissatisfaction as orthogonal dimensions, where users can simultaneously activate both positive and negative emotions during consumption. Some consumers may experience positive emotions while developing resistance due to high prices. Westbrook and Oliver validated the effectiveness of this model using confirmatory factor analysis during their research, which led to its widespread application in academia. Many scholars have adopted the dual-factor emotion model as an analytical tool when studying consumer emotions, enabling a more precise understanding of the complex emotional states consumers experience during purchase decision-making. This study employs the dual-factor emotion model as a theoretical framework when examining tourist consumption emotions in the Wan Shou Gong historical and cultural district of Nanchang. The model suggests that consumers may simultaneously experience opposing emotions such as pleasure and dissatisfaction during their experience. Tourists might develop positive emotional responses like excitement and satisfaction due to the district's unique cultural landscape and commercial atmosphere, while service encounter conflicts could lead to negative emotional experiences. The measurement approach has gained broad academic recognition. For this study's purposes, only consumers' positive emotions were measured, with the assessment of positive emotions confined to the customer experience domain. The dependent variable of primary interest in this research is customer loyalty, which shows a positive correlation with positive emotions. Only positive emotions in the consumption experience were quantified.

2.3.4 Definition and Measurement of Customer Loyalty

Since the 1990s, international academia has gradually expanded discussions on consumer loyalty, accumulating substantial research findings. Overall, related studies primarily focus on three dimensions: emotional tendencies, actual behavioral manifestations, and a comprehensive perspective combining both emotion and behavior. Academia has explored the concept of customer loyalty at the attitudinal level, while behavioral-level research on customer loyalty has also been reflected. Jones and Sasser (1995) defined customer loyalty as consumers' emotional attachment to a company's products, employees, and services. Bhote (1996) proposed that customer loyalty manifests as a dual commitment relationship to both products and employees. From a behavioral research perspective, it is believed that behavioral data can genuinely reflect customer loyalty, which is demonstrated through purchase frequency and spending amount. Keller (1993) argued that repeat purchasing is the most direct manifestation of customer loyalty. Tucker (1964) defined three consecutive repeat purchases as an indicator of loyalty. Assael (1992) suggested that consumers' brand approval translates into long-term product purchase loyalty. Jacoby and Chestnut (1978) pointed out that high purchase frequency is the most obvious presentation of customer loyalty. There is a customer loyalty research approach that links attitudinal tendencies with consumption behavior. Dick and Basu's (1994) theory posits that customer loyalty encompasses two key elements: behavioral repetition and attitudinal commitment. Oliver (1999) argues that customer loyalty manifests

as a long-term purchasing commitment to preferred products, maintaining consistent consumption habits unaffected by changes in the commercial environment or the availability of substitute services. The concept of customer loyalty has sparked extensive academic discussion, with scholars holding divergent views on its interpretation. Customer loyalty can be regarded both as an attitude and as a behavior. This paper contends that customer loyalty should be understood as the integration of behavioral loyalty and attitudinal loyalty. Attitudinal loyalty refers to customers' positive identification with and emotional attachment to a brand or product, which serves as the antecedent driving customer behavior. Attitudinal loyalty drives customers to make repeat purchases while actively promoting positive word-of-mouth, thereby influencing the purchasing decisions of other potential customers. Oliver's (1999) definition of customer loyalty has established a theoretical foundation for us, highlighting the multidimensional characteristics of loyalty. Understanding the complex nature of customer loyalty not only benefits businesses in formulating more effective marketing strategies but also supports long-term brand growth and the solidification of customer relationships. Churchill (1979) believed that loyalty is a quantitative expression of a customer's allegiance to a specific company or brand, which distinguishes customer loyalty from customer loyalty metrics. Customer loyalty focuses more on the combined manifestation of behavior and attitude, such as trust in the brand, repeated purchasing behavior, and future consumption intentions. Customer loyalty metrics, on the other hand, emphasize quantitative analysis, such as using survey-derived data or statistical indicators (e.g., repurchase rate, likelihood to recommend) to assess the degree of loyalty. Therefore, this study does not examine customer loyalty metrics but rather focuses on customer loyalty itself.

Based on the definition of customer loyalty recognized in the literature review and the specific context of the Wanshou Palace Historical and Cultural District, this study adopts the following operational definition: Customer loyalty refers to a customer's emotional preference for a tourism destination brand, manifested not only in persistent consumption but also in actively promoting the brand and displaying resistance toward other types of tourism destinations. This operational definition reflects the unity of attitudinal loyalty and behavioral loyalty. In measuring customer loyalty in tourism destinations, this study comprehensively assesses both attitudinal and behavioral loyalty, forming a customer loyalty scale.

3. Materials and Methods

3.1 Research Design

Currently, this study primarily employs the following research methods: literature research, questionnaire surveys, in-depth interviews, and empirical research.

The literature review method provided theoretical support for this research, enhanced the reliability of the findings, and laid a solid foundation for subsequent empirical studies.

The questionnaire survey method was used to quantitatively assess the service quality of the Wanshou Palace Historical and Cultural District, focusing on customers' perceptions and expectations across various dimensions of service quality.

The empirical research method relies on observed or experimentally generated data to test research hypotheses. It emphasizes the authenticity and reliability of data while also valuing its role in validating theories

3.2 Data Collection

This study primarily targets current visitors and past visitors of the Wanshou Palace Historical and Cultural District as survey subjects. These two groups were selected because they can provide direct and practical feedback on the service quality of the district.

This study collected raw data through questionnaires. In terms of questionnaire design, it primarily drew upon widely recognized authoritative scales in academia, supplemented by mature scales validated through empirical research by other scholars. Based on the actual characteristics of the Wanshou Palace Historical and Cultural District, the scales were appropriately adjusted and optimized. The scales representing various variables were combined into a preliminary questionnaire, followed by a pilot study. Based on the pilot results, some items that failed to effectively reflect the variables were removed, resulting in the final formal questionnaire for this study. In terms of survey methodology, random sampling was employed, covering visitors near the Wanshou Palace Historical and Cultural District as well as tourists nationwide who had previously visited the district.

We distributed questionnaires in the Wanshou Palace Historical and Cultural District in Nanchang City, Jiangxi Province, China. A total of 532 questionnaires were issued, with 28 invalid responses excluded, resulting in 504 valid questionnaires. The exclusion criterion for questionnaires is when choices show no differentiation (e.g., most questions selected the same satisfaction level). The statistical characteristics of respondents are shown

in the table below..

Our survey revealed the following: female tourists outnumbered males, with the 26-40 age group being the largest, indicating greater interest and physical advantages among young and middle-aged visitors. Education levels ranged from junior high to college, with occupations primarily in human resources and procurement, demonstrating aesthetic appreciation and purchasing power with active consumption. The majority had incomes between RMB 4,001-6,000, choosing this district for its cost-effectiveness, making the sample representative.

3.3 Validity

The research scale demonstrates high validity and reliability: the questionnaire originates from mature studies and has been revised by experts, ensuring sufficient content validity; The KMO values for the three sets of scales are 0.866, 0.786, and 0.784 respectively, all >0.7 , with Bartlett's tests reaching $p<0.001$, indicating suitability for factor analysis. The service quality scale extracted 5 factors, cumulatively explaining 67.051%, with all item loadings >0.50 and clear attribution; The consumption emotion and customer loyalty scales cumulatively explained 59.839% and 59.811% respectively. Overall, the scales exhibit reasonable structure, clear differentiation, and good internal consistency, ensuring valid and reliable measurement results suitable for subsequent analysis.

3.4 Reliability

The reliability of the scales in this study is good: the Cronbach's α for service quality, consumption emotion, and customer loyalty were 0.863, 0.774, and 0.775, respectively. The five dimensions of service quality had α values ranging from 0.797 to 0.888, all ≥ 0.70 . This indicates high internal consistency and stable, reliable measurements across all scales and dimensions, making them suitable for subsequent analysis.

4. Results and Discussion

4.1 Results

Descriptive statistics of questionnaire baseline data is a fundamental research method in empirical studies. It primarily analyzes the demographic composition characteristics of samples by quantitatively presenting respondents' demographic features. This study uses SPSS29 statistical analysis tool to systematically organize respondents' basic information data through frequency distribution and cross-analysis, presenting distribution characteristics analysis results of core variables like gender and age in statistical tables.

Table 1 Basic Data Analysis Table of Questionnaire Survey Respondents

Demographic Characteristics		Sample size	Percentage
Gender	Male	248	49.21
	Female	256	50.79
Age	Under 18 years old	27	5.36
	18 to 25 years old	97	19.65
	26~30 years old	140	27.78
	31~40 years old	113	22.42
	41-50 years old	67	13.29
	51-60 years old	42	8.33
	Over 60 years old	18	3.57
Education Level	Below Junior High School	102	20.24
	High School (including technical secondary school)	143	28.37
	Associate Degree	118	23.41
	Undergraduate	94	18.65

Demographic Characteristics		Sample size	Percentage
	Postgraduate or above	47	9.33
Occupation	Manpower	49	9.72
	Procurement	44	8.73
	Service industry workers	37	7.34
	Freelancers	35	6.94
	Student	35	6.94
Monthly income	Below RMB 2,000	44	8.73
	RMB 2,001-4,000	103	20.44
	RMB 4,001-6,000	117	23.21
	RMB 6,001-8,000	100	19.84
	RMB 8,001-10,000	77	15.28
	RMB 10,001-20,000	52	10.32
	Above RMB 20,001	11	2.18

The table shows that more women than men visit the Wanshou Palace Historical and Cultural Block. This random sampling result indicates that women are more likely than men to choose to visit the Wanshou Palace Historical and Cultural Block for tourism. In terms of age, tourists aged 26-30 and 31-40 together account for 50.2%, indicating that visitors aged 26-40 are more interested in traveling to the Wanshou Palace Historical and Cultural Block. Meanwhile, the majority of respondents are young and middle-aged consumers who have relatively sufficient physical stamina and more free time compared to other age groups, resulting in a higher number of middle-aged tourists. In terms of educational attainment, the Nanchang Wanshou Palace Historical and Cultural Block attracts a significant number of visitors with junior high school, high school (including vocational school), and college education. Regarding the tourist demographic, the majority fall within the 26-40 age range, indicating that the block appeals to visitors across different educational backgrounds, particularly the young and middle-aged group aged 26-40. This suggests that the cultural depth and tourism experience of the block have universal appeal, catering to the needs of visitors with varying educational levels. From a professional perspective, the Wanshou Palace Historical and Cultural Block sees a notable presence of human resources and procurement personnel among its visitors. These professionals typically possess higher cultural literacy and aesthetic standards, showing strong interest in historical and cultural attractions. The block's cultural displays and activity designs align with their aesthetic and cultural preferences. Additionally, human resources and procurement personnel generally have strong spending power, and the survey reflects their positive consumption sentiment, with willingness to spend on dining, shopping, and cultural experiences. This indicates the block's successful commercial model in effectively stimulating their spending desires. Regarding income levels, individuals with a monthly salary of RMB 4,001-6,000 are more inclined to visit the Wanshou Palace Historical and Cultural Block in Nanchang, Jiangxi. This income group is classified as middle-income, possessing certain spending capacity while remaining price-sensitive. The block offers a cost-effective tourism experience, including free or low-cost attractions, diverse cultural activities, and reasonably priced dining options, meeting the consumption expectations of this income group. These findings align well with the travel patterns of visitors to the block, demonstrating excellent representativeness of the sample.

Subsequently, this study conducted a correlation analysis on the collected data. Correlation analysis is primarily used to explore non-deterministic relationships among variables in the model, aiming to assess the degree of association between variables without establishing causality. Typically, the strength of correlation between variables is measured using the Pearson correlation coefficient.

In this study, SPSS 29 software was employed to conduct an in-depth analysis of the correlations among service quality, customer consumption emotions, and customer loyalty. Detailed test results are presented in the table. Among these, the correlation test results between service quality and consumption emotions are also displayed in the table.

Table 2 Correlation Test Results Between Service Quality and Consumption Emotions

	Service Quality	Consumer Sentiment	Customer Loyalty
Service Quality	1		
Customer Consumption Sentiment	.420 **	1	
Customer Loyalty	.582 **	.403 **	1

Note: * indicates $P < 0.05$, ** $P < 0.01$, two-tailed test; The correlation coefficient is the Pearson correlation coefficient.

Based on the above test results, the correlation between service quality, customer consumption emotions, and customer loyalty can be analyzed as follows:

1) Correlation between service quality and consumption emotions

The data in the table shows that service quality and consumer sentiment exhibit a positive correlation at the 0.01 significance level, indicating a close relationship between the two. The correlation coefficient is 0.420, suggesting a certain degree of association between them, but not to the extent of being mutually substitutable. As for whether there is a causal relationship between the two, further research and verification are still needed.

2) The correlation between service quality and customer loyalty

Service quality and customer loyalty show a significant positive correlation at the 0.01 significance level, indicating a close relationship between them. However, whether there is a causal relationship between the two still requires further research for verification.

3) The correlation between customer consumption emotions and customer loyalty

Consumption emotions and customer loyalty show a significant positive correlation at the 0.01 significance level, but whether there is a causal relationship between them also requires further research to clarify.

Next, this study analyzed the relationships between variables using Pearson correlation coefficients, with the results shown in the table. The correlation coefficients between tangibility, reliability, responsiveness, assurance, empathy, customer consumption emotions, and customer loyalty all reached statistically significant levels ($p < 0.01$). Based on the results of the Pearson correlation coefficient, the relationship between these variables is relatively close, but it has not yet reached the level where they can replace each other. Based on the results of the correlation analysis, it can be concluded that further regression analysis is suitable for the research hypothesis to explore the intrinsic relationship between variables more deeply.

Table 3 Correlation Analysis Table of Service Quality Dimensions with Consumption Emotion and Customer Loyalty

	Tangibility	Reliability	Responsi- veness	Assurance	Empathy	Consumpti- on Emotion	Customer Loyalty
Tangibility	1						
Reliability	.290**	1					
Responsiveness	.273**	.244**	1				
Assurance	.335**	.267**	.238**	1			
Empathy	.252**	.263**	.303**	.235**	1		
Consumer Sentiment	.268**	.296**	.295**	.268**	.238**	1	
Customer Loyalty	.398**	.355**	.386**	.374**	.368**	.403**	1

The correlation analysis results indicate that there is a significant correlation among the variables, particularly between the independent and dependent variables, providing preliminary strong support for

subsequent regression analysis. The pairwise correlation coefficients of the independent variables do not exceed 0.7, indicating no severe multicollinearity issues. The sample size meets the requirements for regression analysis, and no obvious outliers were detected during initial review. This study is suitable for further regression analysis to examine the specific impact of each variable on customer loyalty.

4) Regression analysis of service quality on customer loyalty

In the subsequent study, the theoretical assumption is that service quality and customer loyalty have a positive relationship. Service quality is treated as the independent variable, while customer loyalty is the dependent variable. Regression analysis was conducted, and the results are presented in the table. The adjusted coefficient of determination is 0.338, meaning the regression equation explains 33.8% of the variation. The F-test is significant at the 0.05 level, with a significance test result of 0.01, reflecting that service quality significantly influences customer loyalty. The regression analysis is significant, with a standardized coefficient of 0.582, confirming a direct positive correlation between the two.

Table 4 Regression analysis of service quality on customer loyalty

		Coefficient ^a			t	Adjusted R-squared	F-value	Significance
Model		Unstandardized Coefficient		Standardized Coefficient				
		B	Standard Error	Beta				
1	(Constant)	3.368	.761		4.425	.338	257.672	<.001
	Service Quality	.158	.010	.582	16.052			<.001

a. Dependent variable: Customer loyalty

5) Regression analysis of service quality dimensions on customer loyalty

Based on the table results, the adjusted R-squared value is 0.334, indicating that the regression equation can explain 33.4% of the total variation. All independent variables have tolerances close to 1 (>0.8), and all VIF values are near 1 (<2), demonstrating no severe multicollinearity among predictors. The independent variables are mutually independent, indicating a stable and reliable model. The significance probability of the F-statistic is less than 0.05, with a Sig. value of 0.01 (≤ 0.01), confirming that service quality significantly impacts customer loyalty and the regression model is statistically significant. The p-values for each independent variable were all less than 0.001, indicating their significant impact on customer loyalty. Based on standardized coefficients (Beta), responsiveness (0.199) and tangibles (0.194) had the greatest influence on customer loyalty, followed by assurance (0.178), empathy (0.176), and reliability (0.156).



Table 5 Regression Analysis of Service Quality Dimensions on Customer Loyalty

Coefficient ^a								
Model	Unstandardized	Standardiz	t	Adjusted	F-	Signifi	Tolera	VIF
	Coefficient	ed		R-squared	value	cance	nce	
		Coefficien						
		t						
	B	Standa	Beta					
		rd						
		Error						
(constant)	3.108	.811		3.834	.334	51.541	<.001	
Tangibility	.143	.030	.194	4.804			<.001	.808
Reliability	.143	.036	.156	3.934			<.001	.843
Responsiven	.192	.038	.199	5.023			<.001	.842
ess								
Assurance	.178	.040	.178	4.474			<.001	.832
Empathy	.145	.033	.176	4.436			<.001	.843
a. Dependent variable: Customer loyalty								

6) Regression Analysis of Service Quality on Customer Consumption Emotions

The regression analysis conducted from the table shows that the adjusted R² result is 0.175, indicating that the regression analysis can explain 17.5% of the variation. The significance probability of the F-test did not reach the 0.05 critical value, demonstrating that the regression analysis results are significant and valid. The significance test result $p < 0.05$ indicates that the regression coefficients of service quality and the constant term are both significantly non-zero and positive.

Table 6 Regression Analysis of Service Quality on Customer Consumption Emotions

Coefficient ^a								
Model		Unstandardized		Standardized	t	Adjusted R-	F-value	Significance
		Coefficient		Coefficient		squared		
		B	Standard	Beta				
		Error						
1	(Constant)	7.052	.854		8.254			<.001
	Service	.114	.011	.420	10.364	.175	107.416	<.001
	Quality							
a. Dependent variable: consumption sentiment								

7) Regression analysis of service quality dimensions on customer consumption sentiment

Based on the regression analysis results of the five service quality dimensions on customer consumption emotions in the table, the adjusted R-squared value is 0.174, indicating that the regression equation explains 17.4% of the total variation. All independent variables have tolerances close to 1 (>0.8), and all VIF values are near 1 (<2), demonstrating no severe multicollinearity among predictors. The independent variables are mutually independent, indicating a stable and reliable model. The significance probabilities of the F-statistics are all less than 0.05, showing that the regression effects of each model are highly significant. From the table, it can be concluded that tangibility, reliability, responsiveness, and assurance have significant positive effects on consumption emotions ($p < 0.05$). Among these, responsiveness (Beta = 0.168) and reliability (Beta = 0.167) have the greatest impact, followed by tangibility (Beta = 0.109) and assurance (Beta = 0.126). The impact of empathy on consumption emotions is not significant ($p = 0.053$). It is speculated that this is because the Wanshou Palace historical and cultural district has not been developed for long, and tourists pay less attention to emotional needs.

Table 7 Regression analysis of service quality dimensions on customer consumption emotions

		Coefficient ^a						
Model		Unstandardized	STD	t	Adju	F-value	Signif	Tolera
		Coefficient	Coef		sted		icance	nce
			ficie		R-			
			nt		squa			
					red			
		B	Stand	Beta				
			ard					
			Error					
1	(Constant)	6.581	.907	7.252	.174	22.249	<.001	
	Tangibility	.081	.033	.109	2.426		.016	.808
	Reliability	.154	.041	.167	3.796		<.001	.843
	Responsive	.163	.043	.168	3.805		<.001	.842
	ness							
	Assurance	.127	.045	.126	2.841		.005	.832
	Empathy	.071	.036	.086	1.942		.053	.843

a. Dependent variable: consumption sentiment

This study hypothesizes that consumption emotion has a positive impact on customer loyalty, with consumption emotion as the independent variable and customer loyalty as the dependent variable. Regression analysis results show an adjusted R-squared value of 0.161, indicating that the regression model can explain 16.1% of the variation in customer loyalty. Additionally, the significance probability of the F-statistic is less than 0.05, with a Sig. value of 0.001 (less than 0.01), demonstrating that the impact of customer consumption emotion on customer loyalty is statistically significant. Therefore, it can be concluded that customer consumption emotion has a significant positive impact on customer loyalty, and this regression model exhibits significant statistical effects.



Table 8 Regression Relationship Between Consumption Emotion and Customer Loyalty

		Coefficients ^a				
Model		Unstandardized		Standardized	t	Adjusted
		Coefficient		Coefficient		F-
		B	Standard	Beta		R-squared
		Error				value
1	(constant)	9.116	.654		13.932	
	Customer	.401	.041		9.872	.161
	Consumption			.403		97.464
	Sentiment					

a. Dependent variable: Customer loyalty

8) Analysis of the Mediating Effect of Customer Consumption Emotions

Next, we will conduct a mediating effect analysis on the variable of customer consumption emotions.

In academia, there are mainly two perspectives for determining whether a variable is a mediating variable:

The first theory was initially established by James and Brett (1984), whose research indicated that a mediating variable must meet three conditions: there must be a significant correlation between the independent variable and the mediating variable; there must be a statistically significant relationship between the dependent variable and the mediating variable; when the process of the independent variable influencing the dependent variable through the mediating variable is incorporated into the same model, the relationship between the initial predictor variable and the final outcome variable weakens. If the correlation completely drops to zero, the mediating variable is a complete mediator; if the relationship between variables weakens only partially, the mediating effect is only partially achieved.

The second perspective originates from the classic research findings of Baron and Kenny (1986). The research team (Baron & Kenny, 1986) established the execution process and validation criteria for mediation analysis: first, conduct a regression test of the independent variable on the mediating variable, and the regression coefficient must be significant; Reconstruct the regression equation where independent variables predict dependent variables, ensuring the regression results are significantly non-zero; Then include both the mediator variable and independent variables in the regression equation for the dependent variable. The mediator variable's regression result must be significant, while the independent variable's regression coefficient should decrease. If the independent variable's coefficient becomes statistically insignificant, it indicates the mediator variable has a full mediation effect, meaning it is the sole pathway through which the independent variable influences the dependent variable; If the independent variable's regression coefficient weakens but remains significant, it suggests the mediator variable has a partial mediation effect.

Thus, it can be concluded: Mediation analysis operates within a regression framework by testing the significance of the independent variable's (X) effect on the mediator (M) (path a), the mediator's (M) effect on the dependent variable (Y) (path b), and the indirect effect ($a \times b$) to validate mediation.

Therefore, this study opts to use the established PROCESS plugin in SPSS software to calculate whether consumer emotions serve as a mediator between customer service and customer loyalty.

This study utilizes the PROCESS plugin for mediation effect analysis, primarily based on the following scientific rationale:

The PROCESS plugin strictly adheres to the statistical principles of mediation effects, accurately calculating path coefficients and employing the Bootstrap method to generate confidence intervals, ensuring robust results (Hayes, 2022), with related applications noted by Uzir et al. (2021). PROCESS supports various mediation and moderation models. This study adopts Model 4 (simple mediation model) to analyze how the independent variable influences the dependent variable through the mediator, fully aligning with the research design requirements. PROCESS allows the inclusion of control variables during analysis to mitigate bias from omitted variables, enhancing the scientific validity and explanatory power of the results. Developed by Andrew F.

Hayes, the PROCESS plugin is a mainstream tool for mediation and moderation analysis, widely applied in fields such as psychology and management. Its scientific rigor and reliability have gained broad recognition in academia (Preacher & Hayes, 2008). Employing the PROCESS plugin for mediation analysis is supported by solid theoretical foundations and statistical methodologies, ensuring scientifically sound and reliable findings.

This study uses 5,000 Bootstrap samples to ensure the stability and reliability of the results.

The analysis reveals that service quality has a significant positive impact on customer consumption emotions, with a coefficient of 0.1144 ($p < 0.001$), explaining 17.63% of the variance ($R^2 = 0.1763$). This indicates that improving service quality significantly enhances customers' emotional experiences during consumption. Further analysis revealed that the direct effect of service quality on customer loyalty was 0.1359 ($p < 0.001$), while the direct effect of customer consumption emotions on customer loyalty was 0.1916 ($p < 0.001$). Together, these factors explained 36.98% of the variance ($R^2 = 0.3698$), indicating that both service quality and positive consumption emotions directly enhance customer loyalty. Meanwhile, service quality also produced an indirect effect through customer consumption emotions, with a mediation effect size of 0.0219. The Bootstrap 95% confidence interval was [0.0119, 0.0339], excluding zero, which indicates this mediation effect was significant. Effect decomposition results showed that the direct effect of service quality on customer loyalty accounted for 86.1% of the total effect, while the indirect effect through consumption emotions accounted for 13.9%. This demonstrates that service quality not only directly improves customer loyalty but also indirectly enhances it by improving consumption emotions. Customer consumption emotions play a mediating role between service quality and loyalty.

Table 9 PROCESS Plugin Mediation Effect Analysis Results

Path	Effect Size	Significance (p-value)	95% Confidence Interval
Service Quality → Customer Consumption Emotion	0.1144	< 0.001	[0.0927, 0.1361]
Service quality → Customer loyalty	0.1359	< 0.001	[0.1151, 0.1568]
Customer consumption sentiment → Customer loyalty	0.1916	< 0.001	[0.1153, 0.2680]
Service Quality → Customer Consumption Emotion → Customer Loyalty	0.0219	Significant (Bootstrap)	[0.0119, 0.0339]

9) An Empirical Analysis of the Impact of Customer Characteristics with Control Variables

Based on the theoretical premise that customers' individual characteristics may systematically influence service perception, this study investigated the intrinsic connection between customer portraits and service quality perception through in-depth empirical analysis that controlled for gender and education level. The results indicate significant differences in service quality evaluations among different customer groups, providing important insights into the formation mechanism of service quality perception.

1) Analysis of the Impact of Income on "Responsiveness"

The regression analysis, which included gender and education as control variables, clearly reveals the specific connection between customer portraits and service quality perception. Young customers (e.g., the under-18 group) are confirmed to be positive perceivers of service reliability and tangibility, while middle-income customers (those with a monthly income of CNY 8001–10000 yuan) express specific concerns about service responsiveness. These findings successfully transform abstract "customer differences" into quantifiable and operational management insights.

As shown in the coefficient table, when other variables are not controlled, the only significant predictor is the group with a monthly income of CNY 8001–10000 yuan ($B = -2.208$, $p = .029$). Its standardized coefficient ($Beta = -.253$) indicates a negative effect of moderate magnitude.

However, the overall explanatory power of this model is very limited ($R^2 = .017$, adjusted $R^2 = .005$). Despite the limited overall explanatory power of income factors, this significant partial effect reveals the uniqueness of middle-income groups in terms of service expectations, which may be related to their specific lifestyles and consumption patterns.

2) Analysis of the Impact of Age on "Reliability"

The regression model, also controlling for gender, education, and income, reveals a clear intergenerational trend: teenagers under 18 rate reliability significantly higher ($B = 2.148$, $p = 0.033$), while the young adult group aged 18–30 also shows a strong positive trend.

Similar to the income model, the overall explanatory power of this age-based model is also low ($R^2 = .012$, adjusted $R^2 = .000$).

Although significant intergenerational differences are identified, the age variable itself has limited explanatory power for reliability perception ($R^2 = 1.2\%$). This finding suggests that younger generations perceive service reliability more positively, possibly reflecting differing service expectations and evaluation criteria across generations. Despite the relatively limited overall explanatory power of age factors, the significant differences among specific age groups revealed herein hold important theoretical value.

Through rigorous data analysis, this study establishes an empirical link between service quality perception and customer group characteristics. The findings not only deepen the understanding of service quality evaluation mechanisms but also provide a solid theoretical foundation and empirical anchor for subsequent research in related fields. These results offer direct guidance for service enterprises in market segmentation and experience optimization, contributing important insights to the theoretical development and practical innovation of service quality management.

5. Conclusions

This study takes the historical and cultural block of Wanshou Palace as the research object, conducts statistical analysis and verification of the hypothesis in the theoretical model. The results show that service quality has a significant positive impact on customer consumption emotions, among which tangibility, reliability, responsiveness, and assurance are all significantly established, while empathy is not verified; Service quality also has a significant positive impact on customer loyalty, and in various dimensions, tangibility, reliability, responsiveness, assurance, and empathy are all verified; Customer consumption emotions also show a significant positive effect on customer loyalty; In addition, customer consumption emotions play a mediating role in the process of service quality affecting customer loyalty. In conclusion, most of the research hypotheses were supported, with only the effect of service quality empathy on consumption emotions remaining unconfirmed.

The above analysis demonstrates that research on the mechanism of how service quality influences consumption emotions and customer loyalty holds significant theoretical and practical value. The study validated the applicability of the SERVQUAL model in the context of historical and cultural districts, confirming the logical chain where service quality affects customer loyalty through the mediating role of consumption emotions. These findings align closely with existing service quality theories, supporting the consumption emotion theory proposed by Westbrook and Oliver (1991) while expanding the application boundaries of SERVQUAL model by Parasuraman et al. (1988) in cultural tourism scenarios. Ultimately, they provide solid theoretical foundations and practical guidance for service quality management in historical and cultural districts.

When specifically examining the impact of the five dimensions of service quality on customer loyalty: Based on standardized coefficients (Beta), responsiveness (0.199) and tangibles (0.194) showed the strongest influence, followed by assurance (0.178), empathy (0.176), and reliability (0.156). When specifically discussing the impact of the five dimensions of service quality on consumer sentiment: tangibility, reliability, responsiveness, and assurance have a significant positive effect on consumer sentiment ($p < 0.05$). Among these, responsiveness (Beta = 0.168) and reliability (Beta = 0.167) have the greatest impact, followed by tangibility (Beta = 0.109) and assurance (Beta = 0.126). Empathy does not show a significant impact on consumer sentiment ($p = 0.053$).

Through an in-depth analysis of the five dimensions of service quality, this study found significant differences in how each dimension affects customer loyalty and consumer sentiment. In terms of directly influencing customer loyalty, responsiveness ($\beta = 0.199$) and tangibility ($\beta = 0.194$) have the strongest effects, indicating that tourists particularly value service personnel's quick response capabilities and the aesthetic appeal of the neighborhood environment. Assurance ($\beta = 0.178$) and empathy ($\beta = 0.176$) ranked next, while reliability ($\beta = 0.156$) had the relatively smallest impact. In influencing consumption emotions, responsiveness ($\beta = 0.168$) and

reliability ($\beta=0.167$) were most prominent, with tangibles ($\beta=0.109$) and assurance ($\beta=0.126$) also showing significant effects, though empathy failed the significance test ($p=0.053$). These findings yield three key conclusions: First, tourists prioritize service responsiveness in historical district experiences, such as timely service and tangible elements like pleasant environments, which should be prioritized for service quality improvement; Second, while service reliability's direct impact on loyalty is modest, it plays a crucial indirect role by significantly enhancing consumption emotions; Third, the lack of emphasis on empathy may reflect that visitors to newly developed attractions still focus on functional needs, making emotional services a potential long-term development direction.

Based on these exploratory findings, it is recommended that the Wanshou Palace Historical and Cultural District prioritize improving service response efficiency and environmental facility quality. There is a need to optimize staff efficiency in meal preparation and delivery, ensure immediate responses to service requests, and add consultation points and public convenience facilities. From a transportation convenience perspective, consideration could be given to establishing a direct metro line from Changbei Airport to the scenic area, addressing the current gap in metro coverage. Although empathy's impact on consumption sentiment is currently not significant, from a long-term development standpoint, it remains essential to strengthen cultural empathy training for staff. This would enable employees to not only efficiently execute service procedures but also vividly narrate the district's cultural stories, enhancing visitors' emotional engagement.

The mediating role of consumption sentiment indicates that merely improving service quality may lack cultural resonance, potentially making it difficult to cultivate lasting customer loyalty. During service function optimization, equal emphasis should be placed on creating cultural ambiance (Bhote, 1996; Fang et al., 2014; Jones & Sasser, 1995; Wong, 2004). This includes developing distinctive cultural and creative products that highlight Wanshou Palace's characteristics and designing immersive cultural experience programs. This approach allows visitors to enjoy quality services while fully appreciating the charm of the district's cultural atmosphere. Such a strategy that integrates service with culture can meet visitors' immediate functional needs while fostering long-term emotional attachment, thereby more effectively enhancing customer loyalty.

This study provides theoretical foundations and practical recommendations for service quality management in Wanshou Palace Historical and Cultural District. Short-term development should focus on improving responsiveness and tangible elements. Mid-term construction should establish a reliable system framework, while long-term development should cultivate emotional service characteristics. This approach enables synchronous development of service functions and cultural experiences, contributing to sustained growth in visitor satisfaction and loyalty.

Limitations of the Present Study:

1) To a certain extent, the present study employed a convenience sampling method with a relatively small sample size, and the majority of the surveyed tourists were of Han ethnicity. Consequently, future research should expand the sample scale and adopt random sampling techniques to enhance the representativeness of the samples.

2) Consumer emotion encompasses both positive and negative dimensions. While this paper has elaborated on positive emotions, further in-depth discussions regarding negative consumer emotions remain warranted.

3) This study utilized an one-time questionnaire survey, which fails to capture the dynamic evolutionary relationships among service quality, emotions, and loyalty. For instance, the cumulative effect of long-term service improvements on customer emotions. In subsequent research, more longitudinal dynamic analyses should be conducted to address this gap.

4) Although this paper posits that customer loyalty comprises two dimensions (attitudinal and behavioral), the actual measurement process may have overemphasized behavioral indicators, leading to insufficient in-depth analysis of attitudinal loyalty. Future studies are encouraged to conduct more rigorous investigations into attitudinal loyalty.

Empirical research on the influence mechanism of service quality on customer loyalty in the Wanshou Palace Historical and Cultural Block, particularly with consumer emotion as a mediating variable, remains relatively scarce in existing academic literature. While this study has initially uncovered the pathway through which various dimensions of service quality affect customer loyalty via consumer emotion, the conclusions drawn are subject to limitations in sample characteristics and research design. Therefore, such conclusions require further verification and refinement through large-scale longitudinal studies and more sophisticated variable control. Future research may further explore the moderating effects of factors such as distinct tourist groups, seasonal

variations, and negative emotions on the proposed research model, thereby deepening the understanding of the operational mechanism of service quality within historical and cultural blocks:

1) In subsequent investigations, additional potential influencing factors (e.g., cultural backgrounds and tourist characteristics) that affect the relationship between service quality perception and customer loyalty could be further explored to expand the scope of relevant theoretical frameworks.

2) Comparative analyses could be conducted to examine the heterogeneous perceptions of Chinese and foreign tourists toward the dimensions of service quality, so as to explore the underlying mechanism through which cultural distance impacts the mediating effect of emotions.

3) To enhance the scientific validity and practical applicability of the research findings, it is advisable to increase the sample size and expand the survey scope to encompass more diverse target groups. Differentiated comparative analyses may be performed on groups with distinct characteristics, and classification-based research could be employed to further verify the generalizability of the conclusions. Such improvements will effectively enhance the representativeness of the data and the reliability of the research results.

4) Beyond comparing differences between Chinese and foreign tourists, the cultural backgrounds of domestic tourists could be further subdivided, including urban-rural disparities, intergenerational differences, and ethnic variations to explore the divergent sensitivities of different groups toward various dimensions of service quality. For example, elderly tourists tend to attach greater importance to convenience.

6. References

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