อารมณ์ของลูกค้าในอุตสาหกรรมโรงแรมที่มีผลต่อคุณค่าของลูกค้า ความพึงพอใจของลูกค้า และความตั้งใจทางด้านพฤติกรรม กรณีศึกษา โรงแรมระดับ 4 ดาวและ 5 ดาว ในประเทศไทย

EFFECTS OF CUSTOMER EMOTION IN THE HOTEL INDUSTRY ON CUSTOMER VALUES, CUSTOMER SATISFACTION, AND BEHAVIORAL INTENTIONS: A CASE STUDY OF THE FOUR AND FIVE STAR HOTELS IN THAILAND

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บทคัดย่อ

วัตถุประสงค์สำคัญของการศึกษาในครั้งนี้คือ การนำเสนอรูปแบบการบูรณาการเพื่อตรวจสอบความสัมพันธ์ท่ามกลาง องค์ประกอบทางอารมณ์ของลูกค้า ได้แก่ ความปรารถนาและความตื่นตัว องค์ประกอบด้านคุณค่าของลูกค้า ได้แก่ คุณค่าด้านความสุขสบายและคุณค่าด้านประโยชน์ใช้สอย ความพึงพอใจของลูกค้าและความตั้งใจทางพฤติกรรมของลูกค้าในอุตสาหกรรมโรงแรม การศึกษานี้เป็นงานวิจัยแบบผสมวิธีเชิงอธิบายเป็นลำดับ ประกอบด้วยการเก็บข้อมูลโดยใช้แบบสอบถามและวิเคราะห์ข้อมูลเชิงปริมาณและการสัมภาษณ์ผู้บริหารโรงแรมเป็นลำดับต่อไป จำนวนแบบสอบถามที่รวบรวมได้ทั้งหมด 779 ชุด จากลูกค้าที่ใช้บริการโรงแรมจากการสุ่มตัวอย่างโรงแรมระดับ 4 และ 5 ดาว จากสี่ภูมิภาคของประเทศไทย และทำการวิเคราะห์ทางสถิติหาความสัมพันธ์ของโมเดลเชิงโครงสร้างโดยใช้โปรแกรมลิสเรล 8.80

ผลจากการศึกษาพบว่า ปัจจัยด้านความปรารถนาส่งผลทางตรงและทางอ้อมต่อความตั้งใจทางด้านพฤติกรรมของลูกค้า ขณะที่ความตื่นตัวส่งผลต่อความตั้งใจด้านพฤติกรรมของลูกค้าโดยผ่านองค์ประกอบด้านผลประโยชน์ใช้สอยหรือผ่านองค์ประกอบด้านความพึงพอใจของลูกค้าหรือทั้งสององค์ประกอบ ข้อเสนอแนะงานวิจัยครั้งต่อไปควรจะศึกษาในกลุ่มตลาดลูกค้าโรงแรมระดับ 1 ถึง 3 ดาว เพื่อยืนยันผลการศึกษาที่ค้นพบจากครั้งนี้ นอกจากนี้แล้ว งานวิจัยสำหรับอุตสาหกรรมโรงแรมครั้งต่อไป ควรศึกษาปัจจัยทางการตลาดด้านอื่น อาทิ คุณค่าตราสินค้า ภาพลักษณ์ตราสินค้า ยิ่งไปกว่านั้น ขอบเขตการศึกษาควรจะขยายไปยังกลุ่มงานด้านการบริการอื่น อาทิ ภัตตาคาร สถานบันเทิง การกีฬา เป็นต้น

คำสำคัญ: อารมณ์ของลูกค้า อุตสาหกรรมโรงแรม คุณค่าของลูกค้า ความพึงพอใจของลูกค้า ความตั้งใจทางด้านพฤติกรรม

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Abstract

The main purpose of this study is to propose an integrated model that investigates the relationships among two components of customer emotion; pleasure and arousal, two components of customer values; hedonic value and utilitarian value, customer satisfaction, and behavioral intentions in the hotel industry. This study was a mixed methods research with the explanatory sequential design which first implemented in quantitative data collection and analyzed and follow up to qualitative tool by in-depth interview and analyzed. A total of 779 questionnaires were collected from four and five stars hotels customers in four regions of Thailand and statistical analyzed with SEM techniques by LISREL 8.80.

The results of study demonstrates that pleasure directly and indirectly effects behavioral intentions meanwhile arousal influences behavioral intentions through mediators either utilitarian or customer satisfaction, or both. Future research should study in the segment of one to three stars rating hotels in order to confirm the research findings. The next research for hotel industry could study in other marketing variables such as brand equity, brand image in this research model. In addition, it could acclimatize to other hospitality sectors in Thailand such as restaurant, entertainment, sport etc.

Keywords: Pleasure, Arousal, Hedonic Value, Utilitarian Value, Customer Satisfaction, Behavioral Intentions

Background and problem statement

The report from the authority of Thailand by Affinity Co., Ltd. revealed that the occupancy in Thailand prior to political crisis during 2002-2007 was somewhat growth and consistent with demand and supply with the occupancy expanded up to 7.48 percent per year and the amount of recreation rooms expanded up to 7.56 percent per year caused to the average of occupancy was 50-54 percent per year. The accommodation revenue for international markets was up to 11.90 percent per year. In 2010, the average of occupancy was 34.96 percent excluding service apartments, mansions, tenements, etc. However, the problems of balance lacking in Thailand's accommodation demand and supply had been occurred cause of numerous crisis during the year of 2007-2010. The growth rate of accommodation increased in average of 9.52 percent per year. On the other hand, the occupancy rate slightly increased in average of 4.83 percent per year and the revenue of accommodation for international markets was up to 5.39 percent per year.

Since the growth rate of accommodation and the growth rate of occupancy has been opposing to each other. Hospitality entrepreneurs need to create better service and encourage more activities to reach their customers from their mighty competitors. Hence, consumer decision making, generally, occurs with the essential rationality of consumers such as price, quality, quantity, functionality, accessibility, delivery etc. Moreover, consumers' decision

making in products and services have been influenced by consumers' emotion. Traditionally, consumers make decision to purchase either products or services evaluated in both cognitive and emotional information processing prior to purchasing (Schiffman & Kanuk, 2000). Emotions are affective factors that are more intense in nature than moods and a closer relationship to stimuli that rouse them, and also an interaction among subjective and objective factors which can give rise to affective experiences such as pleasure and arousal feelings. Several previous studies analyzed the emotions of visitors involved in service experiences such as shopping, (Yuksel, A. & Yuksel, F. 2007), coffee shop service (Walsh et al., 2011) theme park (Bigne et al., 2005). These studies indicated that the service experience influences stimulate the consumer's emotional experience and affect their satisfaction and behavioral intentions.

In recent year, hotel business in Thailand has been expanded consistent with continuously increased the amount of tourists both inbound and outbound as a result of the increased number of hotels in order to serve tourists' demands and gain numerous incomes to their companies and encourage the economics of Thailand's tourism as well. According to several previous researches in services, for example Mehrabian and Russell (1974) explored emotional responses to environments (e.g. Russell & Pratt, 1980). Those researches concluded that the emotion eliciting qualities of environments are captured by two dimensions: pleasure-displeasure and degree of arousal. They also proposed that both emotional states; pleasure and arousal, mediate behavior in environmental situations. However, none of them has been mentioned and studied emotion, customer value, and satisfaction to behavioral intentions in luxury hotels industry especially Thailand. According to prior mentions, the researcher, therefore, interests to study the influence customer emotions to behavioral intentions in Thailand hotel industry.

Purpose of the study

The purpose of this study is to examine the relationship of a structural equation model of effect on behavioral intentions in hotel industry that explicitly accounts for the influences of customer emotion in both pleasure and arousal through customer values including hedonic value and utilitarian value effects on customer satisfaction and behavioral intentions for the four-and five-star hotels in Thailand on the empirical data supported.

Research Objectives

There are five research objectives; 1) to study factor "Pleasure" influence on "Hedonic Value". 2) to study factor "Arousal" influence on "Utilitarian Value". 3) to study factors include "Pleasure" "Hedonic Value" "Arousal" and "Utilitarian Value" influence on Customer Satisfaction. 4) to study factors include "Pleasure", "Hedonic Value" "Arousal" "Utilitarian Value" and Customer Satisfaction influence on Behavioral Intentions. and 5) to investigate the consistency of the structural equation model of "Effects of customer emotion in the hotel industry on customer value, customer satisfaction, and behavioral intentions; A case study of the four- and five-star hotels in Thailand.

Literature Review

Several previous researches have been studied how emotion states influence customer intentions in numerous issues. Walsh et al. (2011) find that pleasure and arousal influence store loyalty in coffee shop experience and satisfaction strongly influence loyalty. Bigne et al. (2005) note that pleasure effected to loyalty in both direct and indirect through satisfaction and influenced visitors' loyalty behaviors in theme park experience. However, the researcher developed the elements of hotel-related cognition based on the study of Walsh et al. (2011) that are the essential items to create customer emotion. There are five elements which are developed and combined from several previous studies including; 1) Facility aesthetics (Wakefield & Blodgett, 1996) 2) Ambience (Ryu & Han, 2011) 3) Equipment quality (Baker et al., 2002) 4) Service quality (Choi & Chu, 2001) 5) Price/value (Qin & Prybutok, 2008). According to the purpose of the study, the researcher identified the customer emotion into two dimensions including; pleasure and arousal. Besides the emotion states; pleasure and arousal, some prior studies investigated the customer value; hedonic and utilitarian value influence customer satisfaction and behavioral intentions in variety industries. For instance, Hedonic and utilitarian values had influence on behavioral intentions directly and indirectly through customer satisfaction in the fast-casual restaurant industry (Ryu et al., 2010), influence shopping satisfaction (e.g. Irani & Hanzaee, 2011). In the hotel and tourism industry, customer satisfaction improvement and high quality service providence are underlying portions to promote the hotel performance (Leblanc & Nguyen, 1996). Each previous researches stated behavioral intentions in numerous dimensions (e.g. Zeithaml et al., 1996; Cronin et al., 2000; Ladhari, 2007; Qin & Prybutok, 2008; Keillor et al. 2004). Meanwhile Ryu et al. (2010) identified to the five items; come back in the future, revisiting in the future, recommend, say positive things, and encourage others (Zeithaml et al., 1996) that was selected to be proceeded in this study.

Research Methodology

Population and sample size

The researcher used the multi-stage sampling technique. Then, the simple random sampling technique is used for selecting the provinces and hotels and collecting the data from 165 four-and five-star hotels in Thailand. With population size of hotel customers is over 100,000 and sample size for ±5% precision levels where confidence level is 95%, sample size (n) for precision (e) of ±5% is 400 (Yamane, 1967). According to the Structure Equation Modeling (SEM) principle, the acceptable size is twenty times (20:1) based on the rule of thumb (Lindeman et.al., 1980). The 800 questionnaires are also distributed and 779 respondents are valid samples equals to 97.38%.

Instrument

Related to the mixed methods research, the explanatory sequential design had been selected for this particular research (Creswell & Plano Clark, 2011).

Quantitative method

A questionnaire as the research instrument for data collection that all survey items are originated and based on the previous empirical researches and modified to better appropriated the intention to hotel sector. There are two parts; part 1 as general personal data of respondent in multiple choice questions with 12 items and part 2 as all latent variables with 48 items measured on a five-point Likert type scale, ranging from 1(extremely disagree) to 5 (extremely agree).

Qualitative method

Besides the empirical data collected by hotels customers, it is necessary to realize hotels providers' views. The researcher collected data by in-depth interview from the five hotels administrators which the interview questions are accurately designed in 10 items within five aspects 1) hotel-related cognitions aspect 2) customer emotion aspect 3) customer values aspect 4) customer satisfaction aspect and 5) behavioral intention aspect.

Validity and reliability

The content validity of the questionnaire was conducted by five professors to examine accuracy in both content and language which each item was evaluated a rating in three levels from 0 to 1 (Rovinelli & Hambleton, 1977) and the value of the IOC must be much greater than 0.5. The result of the IOC was ranging from 0.8 to 1 in each item. The reliability of the measurement items were verified by the Cronbach's Coefficient Alpha (α) which should be greater than .70 (Hair et al., 2010) and corrected item total correlation should be greater than 0.3 (Field, 2005). The researcher conducted reliability both pre-test (n=35) and sample size of 779 hotels customers for four- and five-star hotels in Thailand. The results of reliability indicated that each items met the minimized criteria that Cronbach's Alpha's all items was greater than 0.7 and corrected item total correlation was greater than 0.3.

Data collection

Data was collected from April to October 2014 within four regions of Thailand. The participants in the study were hotel customers staying at the sampled four-and five-star hotels from 15 hotels in Thailand. The researcher also interviewed the five hotels administrators of the four and five star hotels (I1: Dusit Thani, Pattaya; I2: Woodland Hotel & Resort; I3: Motein Hotel, Pattaya; I4: Long Beach Garden Hotel & Spa; I5: Eastin Hotel, Pattaya) with open-end questions by recording the voice interviewees as well as taking notes while interview all the time.

Data analysis

A descriptive statistical method is selected to analyze a frequency distribution and percentages to clarify characteristics of demographic data of hotel guests as well as computed means and standard deviations for each latent variables measured by using statistical program. According to the structural equation modeling (SEM), the statistical assumption needs to be tested for multivariate applications before analyzing the model assessment. Multivariate statistical techniques include 1) Normality 2) Homoscedasticity and 3) Linearity (Hair et al., 2010). The researcher analyzed and tested the hypotheses by using LISREL 8.80 program to in order to simultaneously examine the structural relationships among the proposed constructs. A 0.05 level of significance is practically considered in the statistical analysis.

Results

Quantitative Results

Normality, homoscedasticity, and linearity were analyzed as a fundamental set of assumptions representing the requirements of the multivariate statistical technique. The researcher analyzed all of them by graphical analyses (Hair et al., 2010). Confirmatory factor analysis (CFA) is an essential instrument for construct validity by using convergent validity technique. Convergent validity for standardized loadings were higher than 0.5, the reliabilities of latent variables; average variance extracted (AVE) were higher than 0.5, and construct reliability (CR) values were higher than 0.7 (Hair et al., 2010).

Descriptive statistic

The respondents were 55.84% females and 44.16% males. The largest age of respondents was 31-40 years old, represented by 29.53%. The largest group was married at 49.81% of the respondents. 76.25% of the largest nationality of survey groups was Thai. In addition, 60.85% of the respondents' education level was bachelor's degree and 41.21% of the respondents were self-employed. Meanwhile, the monthly income exhibited 32.73% of the respondents was under and equal 25,000 baht. In term of staying behavior of the hotel customers, 54.56% of the respondents had stayed at the hotel in the first time. The majority of the participant to stay with was friends at 33.38%. Moreover, 55.71% of the respondents had stayed at the hotel once a year. The bulk of purpose to stay was vacation at 59.18%. Finally, 42.88% of the respondents had stayed two nights at the hotel each time. (Table 1)

The descriptive analysis of all latent variables was ranged between 3.50 and 4.49 which were interpreted in high level (Field, 2005). (Table 2 and 3)

Hypotheses test

The results of structural model analysis are demonstrated in two parts. Part one, the constructs which consist of a) path analysis between observed variables and exogenous variables and b) path analysis between observed variables and endogenous variables, and Part two, the structures which consist of a) path analysis between endogenous variables and

endogenous variables and b) path analysis between exogenous variables and endogenous variables (Table 4 and 5 and Figure 1) and the results of model fit test met the fundamental condition (Table 6).

Qualitative results

According to explanatory sequential method, after accomplished the quantitative data collection and analysis then followed up with qualitative data collection by in-depth interview and analyzed in order to support the quantitative results to obtain better understanding of research problems than either approach (Creswell & Plano Clark, 2011). Most of interviewers agreed that equipment quality, service quality, and price offered play significant roles to create pleasure, and also facilities aesthetics and ambience in lighting and music are important elements to create arousal for hotel customers. In order to evolve hedonic and utilitarian values, the hotel providers firstly originate pleasure and arousal to customers by concentrated in hotel environment and hotel-choice criteria as a result customer satisfaction and behavioral intentions accomplishment. The rest of results were simultaneously described with the quantitative results in the discussion.

Discussion

Pleasure positively influenced on hedonic values of hotel customers at significant level of .01 with path coefficient at .916 and it is consistent with Yuksel's study (2007) in tourist shopping habitat. The result illustrates pleasure in equipment quality, service quality, and price or value as hotel choice criteria created hedonic values for hotel customers. Besides, the finding is also consistent with interviews by I1, I4, and I5 who mentioned that the good feeling, and enjoy and happy of customers as hedonic values has been happened from such as service quality in polite and friendly, neat appearance of staff, facilities aesthetics in fashion decorated facility within pleasure element.

Arousal positively influence on utilitarian values of hotel customers at significant level of .01 with path coefficient at .885. The result illustrates arousal in facilities aesthetics and ambience of hotels as hotel environment cues created utilitarian values for hotel customers. The finding is also consistent with interviews by I2, I3, and I4 who disclosed that hotel customers feel calm, cheerful, and quite with several kinds of plants surroundings within hotel concentrate to convenience and worthwhile. Furthermore, arousal also positively influence on customer satisfaction at significant level of .05 with path coefficient at .304 and it is consistent with the studies of A. Yuksel and F. Yuksel (2007) reported that arousal of tourists in shopping risk perception directly affected customer satisfaction. And the finding is also consistent with the in-depth interview of I3 that mentioned hotel customers satisfied with overall recreational experience because of quiet and calm in facilities aesthetics of the hotel.

Hedonic values positively influence on customer satisfaction at significant level of .05 with path coefficient at .281 and utilitarian values positively influence on customer

satisfaction at significant level of .01 with path coefficient at .408. The findings indicate that both hedonic and utilitarian values are significant predictors of customer satisfaction as the study of Ryu et al. (2010) in the fast-casual restaurant industry, the study of Irani and Hanzanee (2011) in shopping satisfaction. Moreover, the finding is consistent with interviews by I1, I3 who exposed both hedonic values in good feelings, and enjoy and happy and utilitarian values in worthwhile, and deliver good value influence on customer satisfaction in pleased to stay as well as satisfied with overall staff service.

Pleasure positively influence on behavioral intentions at significant level of .05 with path coefficient at .424 both directly and indirectly through hedonic value and customer satisfaction. This finding is consistent with the prior study of A. Yuksel and F. Yuksel (2007) in shopping risk perception. The finding is consistent with the interviews by I1, I2, and I4 who mentioned that retention of hotels customers occurred when customers felt in relax related to pleasure, felt warm related to hedonic value, satisfied with overall staff service related to customer satisfaction. Utilitarian values positively influence on behavioral intentions at significant level of .05 with path coefficient at .247 which is consistent with the prior study by Kim and Oh (2011) in mobile data services. The finding is consistent with the interview by I4 that utilitarian in good value for money brings about customers retention. Customer satisfaction positively influence on behavioral intentions at significant level of .01 with path coefficient at .316. The finding is consistent with the prior several studies, for instance, a Chinese restaurant (Ryu et al., 2010), shopping habitat (Yuksel, 2007), fast-food restaurants (Qin & Prybutok, 2008). and hospitality and tourism industry in north of India (Manhas & Ramjit, 2013). Furthermore, this finding is definitely also consistent with the in-depth interview of the five hotel administrators that informed all hotels customers return to hotel because of their satisfaction in overall staff service and hotel amenities and facilities.

Conclusion

The study explored the relationships among customer emotion effects customer values, customer satisfaction, and behavioral intentions. The results of both quantitative and qualitative analyses identified building a good feelings, enjoy and happy on hedonic value for hotel customers, the hotel providers need to continue improve the quality of equipment, quality of service, and value worthy of price that made hotel customers were pleasure as happy, satisfied, relaxed, and pleased. In addition, pleasure influence on behavioral intentions both direct and indirect through hedonic value and customer satisfaction. The finding demonstrates that customer satisfaction in amenities and facilities, staff service, food and beverage quality, and overall recreational experience affected to comeback in future, recommend to other people, say positive things about the hotel, and encourage friends and relatives to the hotel. Hotels providers created arousal as cheerful, quiet, calm, and active, they would convey convenient, pragmatic and economical, quick service, good value for

money, worthwhile, and deliver good value to their hotel customers. In addition, arousal directly affected on customer satisfaction and indirectly effected on behavioral intentions through either utilitarian values or customer satisfaction that demonstrated behavioral intentions as to return in future because of quick service of hotels staff.

Implementation

To accomplish behavioral intentions for the four and five star hotels customers, the hotel providers need to continuously implement the efficient hotel drivers. They include 1) service quality not only in staff manner as polite and friendly, neat appearance, quick response on request but also up-to-date registration and reserve system improvement 2) hotel equipment both guest room amenities, such as sheet, electrical appliances and restaurant appliances such as dishes, spoons and forks 3) price or values as a value worthy of price, and a special price compare to other hotels 4) facilities aesthetics both exterior and interior design, for instance, wall and floor color schemes, convenience layout of the hotel and 5) ambience, for instance, lighting in lobby, coffee shop, and temperature in guest rooms.

Contribution

This study model is, therefore, originated as an integrated creation in innovated knowledge for hotel industry of Thailand. Another important portion is an initiative knowledge expanding in service sector. Second, this conceptual model is developed in four-and five star hotels of Thailand expand previous researches in service sector besides retailing, restaurants and coffee shops.

Recommend for future researches

Since the population scope of study concentrates on the four and five star hotels in Thailand, it refers to only luxury hotels segment. The next research should be studied in the one-to three star hotels segments to confirm the research findings. Moreover, to cover other hospitality and tourism industries of Thailand, specific restaurants, entertainment, even sport stadium should be another curious issue to be studied. Finally, to conduct a higher variance expanded in behavioral intentions, the other latent variables in next researches should determine other independent variables such as trust, brand equity, brand image in order to notice the differentiation of results.

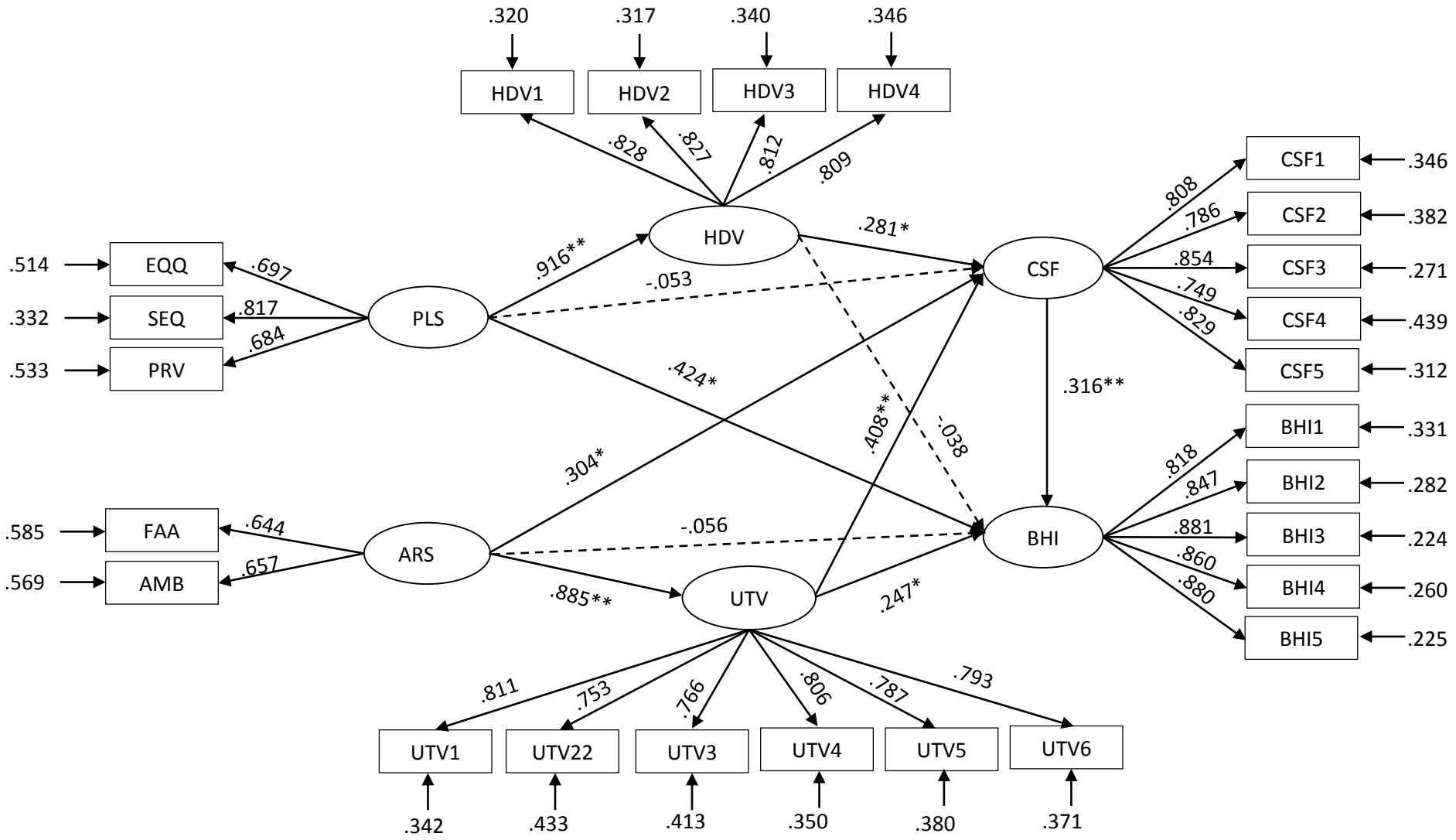

Figure1 The Hypotheses Test of the Conceptual Model

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Table 1 Demographic profiles of the 779 res pondents

Characteristics	Frequency	Percent	Characteristics	Frequency	Percent
Gender			Monthly income (Baht)		
Male	344	44.16	Under and equal 25,000	255	32.73
Female	435	55.84	25,001-35,000	151	19.38
Age			35,001-45,000	112	14.38
Less than 21 years	46	5.91	45,001-55,000	81	10.40
21-30 years	210	26.96	55,001-65,000	80	10.27
31-40 years	230	29.53	More than 65,000	100	12.84
41-50 years	164	21.05	Have you ever stayed in this hotel?		
51-60 years	106	13.61	My first time	425	54.56
more than 60 years	23	2.95	My second time	152	19.51
Status			More than two times	174	22.34
Single	370	47.50	Others	28	3.59
Married	388	49.81	Whom do you spend time at the hotel with?		
Others	21	2.70	My spouse	162	20.80
Nationality			My girl/boy friend	92	11.81
Thai	594	76.25	My parent	44	5.65
American	64	8.22	My friend	260	33.38
British	35	4.49	My own family	159	20.41
Russian	21	2.70	Others	62	7.96
Japanese	28	3.59	How often do you spend time at the hotel per year?		
Other	37	4.75	Once	434	55.71
Education			Twice	186	23.88
Under bachelor's degree	116	14.89	Three times	55	7.06
Bachelor's degree	474	60.85	Four times	33	4.24
Master's degree	151	19.38	More than four times	71	9.11
Doctor's degree	28	3.59	What is your purpose of staying at the hotel?		
Others	10	1.28	Vacation	461	59.18
Occupation			Education	50	6.42
Student	78	10.01	Business	69	8.86
Self-employed	321	41.21	Seminar	165	21.18
Professional	130	16.69	Others	34	4.36
Administrator	81	10.40	How long do you stay at the hotel each time?		
Business owner	123	15.79	One night	227	29.14
Others	46	5.91	Two nights	334	42.88
			Three nights	119	15.28
			More than three nights	99	12.71

Table 2 Descriptive analysis of observed variables

Variables	Mean	S.D.	Variables	Mean	S.D.
PLS	3.94	.59	ARS	3.94	.60
EQQ	3.86	.72	FAA	3.94	.64
EQQ1	3.99	.84	FAA1	3.89	.81
EQQ2	3.97	.80	FAA2	3.90	.80
EQQ3	3.75	.93	FAA3	3.93	.82
EQQ4	3.72	.91	FAA4	4.03	.77
SEQ	4.15	.63	AMB	3.95	.68
SEQ1	4.18	.77	AMB1	3.97	.81
SEQ2	4.15	.75	AMB2	3.86	.86
SEQ3	4.08	.77	AMB3	4.00	.81
SEQ4	4.16	.75			
SEQ5	4.22	.72			
SEQ6	4.09	.81			
PRV	3.82	.77			
PRV1	3.78	.85			
PRV2	3.77	.91			
PRV3	3.92	.83			

Table 3 Descriptive analysis of all latent variables

Latent variables	Mean	S.D.	Latent variables	Mean	S.D.
HDV	4.07	.65	CSF	4.10	.64
HDV1	4.17	.71	CSF1	4.15	.74
HDV2	4.09	.75	CSF2	4.06	.78
HDV3	3.98	.79	CSF3	4.15	.74
HDV4	4.02	.73	CSF4	4.05	.79
UTV	4.06	.62	CSF5	4.10	.74
UTV2	4.01	.76	BHI	4.07	.71
UTV3	4.08	.77	BHI1	4.04	.83
UTV4	3.97	.75	BHI2	4.01	.81
UTV5	4.04	.74	BHI3	4.10	.80
UTV6	4.10	.74	BHI4	4.12	.76
			BHI5	4.07	.78

Table 4 The results of structural model analysis for the constructs

Path Diagram	Path Coefficients	Standard Errors	*t*–value
HDV → HDV1	0.825	-	-
HDV → HDV2	0.827**	0.019	31.799
HDV → HDV3	0.812**	0.024	26.699
HDV → HDV4	0.809**	0.022	26.674
UTV → UTV1	0.811	-	-

Table 4 The results of structural model analysis for the constructs (Con.)

Path Diagram	Path Coefficients	Standard Errors	*t*–value
UTV → UTV2	0.753**	0.024	23.431
UTV → UTV3	0.766**	0.026	22.499
UTV → UTV4	0.806**	0.026	23.161
UTV → UTV5	0.787**	0.024	24.797
UTV → UTV6	0.793**	0.023	25.184
CSF → CSF1	0.808	-	-
CSF → CSF2	0.786**	0.025	24.782
CSF → CSF3	0.854**	0.023	27.672
CSF → CSF4	0.749**	0.026	22.884
CSF → CSF5	0.829**	0.025	24.925
BHI → BHI1	0.818	-	-
BHI → BHI2	0.847**	0.021	33.241
BHI → BHI3	0.881**	0.024	29.534
BHI → BHI4	0.860**	0.023	27.945
BHI → BHI5	0.880**	0.023	29.511
PLS → EQQ	0.697**	0.024	21.332
PLS → SEQ	0.817**	0.019	26.364
PLS → PRV	0.684**	0.025	20.559
ARS → FAA	0.644**	0.021	19.262
ARS → AMB	0.657**	0.023	19.724

Table 5 The results of structural model analysis for the structures

Hypotheses	Path Diagram	Path Coefficients	Standard Errors	*t*–value	Test results
H1	PLS → HDV	0.916**	0.039	23.709	Supported
H2	PLS → CSF	-0.053	0.168	-0.315	Not supported
H3	PLS → BHI	0.424*	0.171	2.481	Supported
H4	ARS → UTV	0.885**	0.039	22.541	Supported
H5	ARS → CSF	0.304*	0.143	2.116	Supported
H6	ARS → BHI	-0.056	0.127	-0.436	Not supported
H7	HDV → CSF	0.281*	0.135	2.074	Supported
H8	HDV → BHI	-0.038	0.149	-0.254	Not supported
H9	UTV → CSF	0.408**	0.121	3.365	Supported
H10	UTV → BHI	0.247*	0.124	2.001	Supported
H11	CSF → BHI	0.316**	0.088	3.611	Supported

Table 6 Results of Model Fit Test

Code	Goodness of Fit Statistics	Conditions	Results
χ^2	Chi-square	P-value>0.05	227.037
df	Degree of freedom		205
χ^2/df	Normed chi-square		1.107
GFI	Goodness-of-fit Index	> 0.90	0.977
AGFI	Adjusted Goodness of Fit Index	> 0.90	0.964
NFI	Normed Fit Index	> 0.90	0.997
CFI	Comparative Fit Index	> 0.90	1.000
RMSEA	Root Mean Square Error of Approximation	< 0.05	0.012
RMR	Root Mean Square Residual	≤ 0.05	0.009
SRMR	Standardized RMR	< 0.05	0.015

P-value = 0.139

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