Examination of KANO's Two-dimensional Quality Model into Consumption Experience and Anticipated Satisfaction for Bed and Breakfast's Customers

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Abstract

Previous studies have been used one-dimensional model to investigate overall customer satisfaction by evaluating the expectation and performance of the product or service. Based on the concept of KANO's two-dimensional quality model, the current study is to integrate the variables that potentially influence the perception of the customer's experience and examine the elements of adequacy and inadequacy to understand the relationship between variables towards consumption experience. This study also tries to establish the causal relationship between expectation and perceived satisfaction of service quality. Using purposive sampling method, data was collected from 238 subjects through self-administrated questionnaires. The results indicate the gap of the expectation and performance could certainly cause the unpleasant consumption experience; however, in the practical case, not all of the quality elements are sufficient satisfactory, sometimes it may cause dissatisfaction or indifferent feeling by various groups of consumers. Therefore, through the service delivery, excessive or sufficient quality of service often lead to customer complaints, thereby affecting the overall customer satisfaction. The research conclusions and recommendations may be put forward for consideration of future studies or quality improvement strategy of service providers.

Keywords: *Consumption experience, Customer satisfaction, KANO's two-dimensional quality model*

1. INTRODUCTION

Marketers have paid more attention to rethink their marketing strategy in the age of rising experiential economy to fulfill consumer's requirement and improve their perceived value. Today, what consumers really want would not only be satisfaction of product function, design, store decoration and service quality, but also the values added during the process, interaction, or feeling of the consumption (Maghnati, Ling, & Nasermoadeli, 2012). Thus it became necessary to further understand why an individual make the particular decision. The key point of experiential marketing management is how to create valuable experience to satisfy the need of consumers and increase customer satisfaction over the service delivery. Both academia and practitioners showed growing interests in understanding the strategic benefits of experiential marketing. Previous studies have been used one-dimensional model to investigate overall customer satisfaction by evaluating the expectation and performance of the product or service. The gap of the expectation and performance could certainly cause the disappointed experience; however, in the practical case, despite the discrepancy of perception, customers are still flocking for experiencing the crowed. On the other hand, in the process of consumption experience, not all of the quality elements are sufficient satisfactory, sometimes it may cause dissatisfaction or indifferent feeling due to various interests of consumers. Excessive or insufficient service qualities often lead to customer complaints, thereby affecting the overall customer satisfaction.

Recently the government has been actively promoting the development of tourism and the Bed & Breakfast (B&B) industry has had a significant growth over past decade. The service mode of B&B is differential from the general provision of tourist hotels or resorts. Despite discrepancy of prices, quality, service and attitude of post-consumption evaluation, the patrons has adjusted the mode of operation towards more professional, thematic and high-quality orientation. Some researchers had figured out motivations that might influence consumer's experiential decision, as well as factors might influence perceived values. (Maghnati et al., 2012；Conway & Leighton, 2012). Literature related to service management has suggested that there is a significantly direct relationship between service quality and behavioral intentions (Varki & Colgate, 2001；Zeithaml et al., 1996). Usually, the cognitive service quality towards consumers is obtained from their experiential consumption and perceived values, and will have an impact on customer satisfaction (Kwortnik & Ross, 2007). Sanchez, Callarisa, Rodrıguez & Moliner (2006) clarified perceived value as an antecedent variable to affect consumer's purchase experience. As accompanying factors, understanding their perceived value of dissatisfied consumers is essential to advance in improving quality of service performance (Tsiros, Mittal, & Ross, 2004). In general, satisfaction is described as being intrinsically emotional according to the cognitive judgment on the response (Westbrook & Oliver, 1991). Satisfaction is customer's emotional response resulting from the gap in comparing product or service performance to originally identified standards. Subsequent research has applied KANO's two-dimensional quality model to service quality improvement and promotion of customer satisfaction indicators (Hsieh, 2009；Chien, 2007；Emery, 2006).

However, in the relevant literature, few studies have focused on overall quality of the products, systems, and service provision in respect to hospitality industries, such as B&Bs, resorts, tourist hotels, business hotel, or clubs. In terms of leisure industry, how to effectively grasp the satisfaction and loyalty of customer service, fully understand and analyze customer relationship management will be the key successful factors towards future development and profitability. Upon the background, the phenomenon leads the study to further investigate the attribution of perceived satisfaction factors and to build the

definite relationship between consumption experience and the anticipated satisfaction. Thus, adopting the perspective of experiential marketing, and applying the KANO's two-dimensional quality model, the current study is proposed to integrate the variables that potentially influence the perception of the customer's experience and examine the elements of adequacy and inadequacy to understand the relationship between variables towards consumption experience, and sufficient and insufficient requirements on the basis of two-dimensional quality model. This study also tries to establish the causal relationship between expectation and perceived satisfaction of service quality. The research findings could provide insights for service providers to examine implications into strategy of quality improvement and consumer relationship quality as well.

2. LITERATURE REVIEW

2.1 Consumption Experience

Schmitt (1999) first introduced the perspective of experiential economy. Originally, the framework of experiential marketing consisted of feel, sense, think, relate, and act dimensions. The concept of experiential consumption emphasized not only the functional and practical value, but also on the consumer's experiential value. Functional value referred to more quality or usage orientation, while experiential value would be more concerned about the perception of service itself. Comparing with the physical appearance of product, experience emphasized the instinct feeling, impression and unforgettable memory from individuals' minds, and the key was his or her experience during the process or interaction of service delivery. Consumers always feel specific stimulation, induce the motive, bring the cognition or purchasing behavior, and then increase value by observing or involvement. Providing consumers with the most valuable experiential consumption has been seen as more important than traditional brand image and preference. The research of experience marketing found that there were significant relevant between experiential consumption and customer satisfaction (Petrick, Morais, & Norman, 2001). Positive evaluation of experiential consumption was usually resulted from the positive interactions with the service. Moreover, the quality of experiential consumption would directly affect the behavioral intentions of consumers, as well as recommendations to others and the re-purchasing behaviors (Kwortnik & Ross, 2007). In addition, several studies have indicated that providing better experiential consumption service would contribute to increase customer satisfaction (Williams, 2006).

2.2 KANO's Two-dimensional Quality Model

The concept of two-dimensional quality is proposed by Frederick Herzberg. The difference of one dimensional quality is that customer is satisfied when the requirement of quality elements is fulfilled, while is dissatisfied when the requirement of quality elements is not fulfilled. In terms of two-dimensional quality model, not all the requirement of quality elements is fulfilled satisfactory, and sometimes it will cause dissatisfaction or indifference. Noriaki Kano et al. (1994) imported Herzberg's Motivator-Hygiene Theory to quality field, and conducted the two-dimensional quality model. The different quality characteristics will bring varying degrees of customer satisfaction. It was emphasized that not all quality and overall satisfaction showed a one-dimensional linear relationship. Then, the quality is divided into five elements, as follows: Attractive quality means customers will be satisfied when the requirement of the product or service is fulfilled, but it will not be dissatisfied when the requirement of the product or service is not fulfilled Attractive quality is often been used as a tool for differentiating

product segmentation. In some cases, the patron will have all the relevant products to have a glamorous quality element in order to shape the distinctive characteristics and meet the needs of specific group of customers.

Regarding one-dimension quality, it means that customers will be satisfied when the requirement is available, but they will be dissatisfied when the requirement is not available. However, one-dimension quality is used as product grading standards, so that the price of the product or service can be matched with customer satisfaction. Individuals usually consider the product price, appearance of specialized style, and first impression as one of important factors affecting their decision making. Must-be quality refers to customers will take it for granted when the requirement is available, but when it is not available, customers will be dissatisfied. Must-be quality is an indispensable feature of the product or service, although the elimination of customer dissatisfaction, it can not improve customer satisfaction. Therefore, must-be quality is often used as basic quality requirements; there will only need to provide low-cost equipments for the product or service, higher-cost investment into must-be quality is often just a kind of waste. In terms of indifferent quality, regardless of whether the requirement of the product or service is fulfilled or not, it will not affect customer satisfaction over the consumption. That is, for patrons sometimes it can be more effective on cost saving than provision of the requirement of indifferent quality. Reverse quality is when the requirement is available, customers will be dissatisfied, but when the requirement is unavailable, customer will be more satisfied. It may cause damage to the company, and it should be prevent from provision of reverse quality.

2.3 Anticipated Satisfaction

Satisfaction is the degree of pleasure or disappointment of an individual, derived from self perception of product performance as well as personal expectation of the product. If the consistency between expectation and performance is perceived, the customer will be satisfied; if there is a gap between these two, the customer will be dissatisfied. Most scholars believe that customer satisfaction is actually a comparison of "pre-expected" and "perceiving the actual performance" towards the product or service (Spreng & Olshavsky, 1996). When the performance meet or exceed the expectation, the customer will produce a satisfactory feeling. It is understood that customer satisfaction is from the result of the comparison, meaning that the customer will have different expected service levels for different operators, which is more complicated than service quality (Kumar, Kalwani, & Dada, 1997; Chebt et al., 1995). Customer satisfaction is not only for a holistic assessment of the response, but also has to consider the expense the consumer has spent, which is often accompanied by customer loyalty. Therefore, the satisfaction of this study will be expressed by consumers' expectation of the importance of quality elements and their perception of satisfaction. The satisfaction or dissatisfaction will resulted from evaluation of the expectation over the consumption experience (Cronin & Taylor, 1994).

2.4 Proposed Research Model

The proposed research model is presented in Figure 1.

3. METHODOLOGY

3.1 Research Design

In this study, the concept of KANO two-dimensional quality model was used to integrate the customer's consumption experience and the variables that affect the perceptions. The factors such as

sufficient and insufficient elements were also validated to understand the relationship between consumption experience and satisfaction based on two-dimensional quality model. The use of "quality elements classification" as a service assessment, was trying to establish the correlation between the variables, the assurance of the causal relationship of service quality expectations and perceived satisfaction; and find out the key elements of quality to improve the perception of satisfaction. Thus, according to the motivation and problem statement above, the main purpose of this study was threefold: First, through the in-depth interviews and participated-in observation method this study was to understand the subject's approach in the consumer experience management and explore the quality improvement strategy. Secondly, through the review of relevant literature, the observable indicators were conducted to construct the correlation model between each of the variables. Finally, the author discussed the causal relationship between anticipated satisfaction consciousness and the key factor of the modified quality factor. Based on the result of analysis, the research conclusions and suggestions were provided.

3.2 Sample

A total of 10 Bed & Breakfasts were purposively selected from southern county of Taiwan. 400 questionnaires were distributed to subjects who were customers of these thematic B&Bs, and 238 responses were considered effective finally. The response rate is 59.5%. According to analysis of sample distribution, female respondents were counted 60.9%, while male ones were 39.1%. Most of respondents were unmarried, with 78.2%. The age group ranges from 18 to 35 years old, accounted for 67.6% of total responses. For occupation, the majority of respondents were students (60.9%), while others and commerce was second and third, respectively. 71% of total responses held college or higher degrees. However, most of sample experienced the services one-time in the past year (91.6%), while only 15.5% of them were repeating visitors.

3.3 Measurement

A quantitative research survey was administrated with multi-item scales. The survey was developed from reviewed literature, consisted of 23 items of experiential consumption, 5 items of anticipated satisfaction and 8 demographic questions. First, consumption experience scale was modified from Schmitt's（1999）study, containing five facets of "sense", "feel", "think", "act" and "relate". In terms of variable measurement, The study took advantage of KANO's two-dimensional quality model to classify the items in these five dimensions, with indicators of "attractive quality", "one-dimensional quality", "must-be quality", "indifferent quality", and "reverse quality". According to Matzler & Hinterhuber's (1998) suggestion, the index scale was measured by both functional and dysfunctional evaluation, with indicators of like (5-point), must-be (4-point), neutral (3-point), live-with (2-point), and dislike (1-point). Scores were to represent respective degree of respondent's agreement on each item. The customer satisfaction scale was modified from Shiv and Huber (2000)'s work, including "satisfying", "delightful", "well-feeling", "doing the right thing", and "wisely" five items. A five-point Likert-type scale was used to obtain a score that reflected respondent's level of agreement. A higher score indicated more positive attitude towards agreements, with 5= strongly agree, 3= neutral, and 1= strongly disagree. Demographic questions used nominal scale to measure respondent's background, socioeconomic characteristics and consumption characteristics.

4. RESULTS

4.1 Reliability and Validity

Cronbach α value was computed to examined reliability of each dimension toward consumption experience and anticipated satisfaction. As shown in Table 1, all values of the dimensions were higher than 0.7, which were considered as reliable and consistent. That is, the questionnaire survey was acceptable. For validity of construct, the study referred previous literature in related fields and utilized Schmitt's (1999) work for consumption experience measurement, Matzler & Hinterhuber's（1998）KANO two-dimension model for service quality measurement, and Shiv & Huber's（2000）index for anticipated satisfaction measurement. All items towards each of constructs were modified to comply with scope of the research, according to two experts' comments in this field. As a result, the validity of content was adoptable and could be used for further examination.

4.2 KANO's Two-dimensional Quality Model

The study adopted Matzler & Hinterhuber's (1998) suggestion, while indices were categorized into like, must-be, neutral, live-with, and dislike in order to investigate the degree of respondent's agreement on each item. The categorization was finally resulted in an evaluation table of questionable, reverse, attractive, one-dimension, indifferent, and must-be (Table 2), based on the result of functional and dysfunctional responses towards each item. Then, frequency and percentage were calculated to determine which category would be exact quality of the item according to majority method.

As mentioned previously, the construct of consumption experience consisted of five dimensions of sense, feel, think, act, and relate, accounting for 23 items. According to the classification in Table 3, the results were categorized into 14 items in attractive quality, 1 item in one-dimension quality, and 8 items in indifferent quality. For attractive quality, most B&B customers will be satisfied when requirement of the product or service is fulfilled, but it will not be dissatisfied when requirement of the product or service is not fulfilled; specifically, items of feel dimension towards comfortable atmosphere, delighted environment, decent environment, respectful environment, and unconstrained space, items of act dimension towards fell relaxed, initiative services, well-mannered, professionalism, and improve friendship, as well as items of relate dimension towards appreciate life, share experience with friends, and seek for information have significant majority. Attractive quality is often been used as a tool for creating product differentiation. In some cases, the B&B patrons will have all the relevant products to have a glamorous quality element to shape the distinctive characteristics and meet the needs of specific group of customers.

Indifferent quality refers to regardless of whether requirement of the product or service are fulfilled or not, it will not affect their satisfaction over the consumption experience; specifically, items of sense dimension towards impressive name and exterior, attractive interior design, fit in with personal preferences, fascinating fragrance, and satisfactory music, items of think dimension towards interested in hospitality culture, ponder over something, and obtain knowledge from reading, as well as item of act dimension towards become part of life revel significant majority. That is, the provision of such requirement of indifferent quality or services is a kind of waste for patrons, and sometimes the saving can be effective on cost considerations. In terms of one-dimension quality, it means that the customer will be satisfied when the product or service is available, but they will be dissatisfied when the product or service

is not available. In this study, only item of sense dimension towards impressive name and exterior shows significant majority. However, one-dimension quality is often used as product grading standards, so that price of the product or service can be matched with customer satisfaction. Individuals usually take the product price, appearance of specialized styles, and other first impression into considerations, as one of the important factors affecting their purchase decision.

Furthermore, the current study utilized Matzler & Hinterhuber's（1998）quality improvement index(QI) to predict the indicator of quality improvement of each variables. The QI equation is shown as following:

Equation 1 (increasing satisfaction indicator)：

Extent of Satisfaction (ES) = (A+O)/(A+O+M+I)

Equation 2 (eliminating dissatisfaction indicator)：

Extent of Dissatisfaction (ED) = (O+M)/(A+M+O+I)*(-1)

(A: Attractive, O: One-dimension, M: Must-be, I: Indifferent)

The results in Table 4 show the coefficient of increasing satisfaction indicator towards「Feel」is highest (0.69), while its coefficient of eliminating dissatisfaction indicator is -0.36. All items of the dimension were generally categorized into attractive quality. Thus, to enhance overall customer satisfaction over consumption experience, B&B patrons should make more efforts to promote characteristic quality towards「Feel」features. In addition, other dimensional coefficients towards「Act」,「Relate」,「Sense」, and「Think」are (0.63, -0.33), (0.58, -0.26), (0.47, -0.31), and (0.33, -0.17), respectively. It was concluded that, the higher absolute values of both satisfaction and dissatisfaction coefficients are (or closer to 1), the significant the impact of quality towards consumption experience on customer satisfaction. In terms of item analysis in each dimension, the results of current study figured out that the most top five values of increasing satisfaction indicators were「well-mannered」0.74,「decent environment」0.72,「professionalism」0.72,「delighted environment」0.69, and「respectful environment」0.69, respectively; while the most top five values of eliminating dissatisfaction indicators were「impressive name and exterior」-0.51,「attractive interior design」-0.40,「well-mannered」-0.40,「decent environment」-0.39, and「unconstrained space」-0.37, respectively. Of those items, in addition to「impressive name and exterior」in one-dimension quality and「attractive interior design」in indifferent quality, the rest of the items were categorized into attractive quality. It was clear to summarize that customer satisfaction will be increased substantially, if B&B patrons could maintain individual differential products or services and reinforce quality customer experiences.

Next, the current study adopted quadrant graph to illustrate the distribution of customer satisfaction indicators. According to the attribute of each item in respective dimension, the analysis further figured out the relationship of quality improvement and customer satisfaction. In the quadrant graph, X axis represents the extent of satisfaction (or increasing satisfaction indicator), while Y axis refers to extent of dissatisfaction (or eliminating dissatisfaction indicator). The central lines of both X and Y axes stand for mean scores of the absolute values for all item coefficients (shown in Figure 3). The results of analysis show that Quadrant I contains 14 items (item 1, 2, 6, 7, 8, 9, 10, 11, 15, 17, 18, 19, 20, and 21) on behave of higher ES and ED coefficients. It is recommended the content of those elements should be

considered as priority if B&B patrons plan to improve quality of customer experiences. In addition, 7 items were divided into Quadrant III (item 3, 4, 5, 12, 13, 14, and 16) on behave of lower ES and ED coefficients. It is suggested that the improvement could be postponed and B&B patrons do not pay too much attention to the element in the quality content. On the other hand, item 22 and 23 were included in Quadrant IV on behave of high ES coefficient and low ED coefficient, respectively. That is, B&B patrons who actively improve the quality of these two elements will be able to significantly enhance customer satisfaction, such as, increase the possibility or create a platform for customers to share experiences with friends or their willingness to search for B&B relevant information.

4.3 Regression Analysis

To examine the influence of consumption experience on perception of anticipated satisfaction, the current study utilized multiple regression analysis to determine whether there is a significant level between each of the variables, using sense, feel, think, act, and relate dimensions of consumption experience as independent variables and perception of anticipated satisfaction as dependent variable. In the regression model, the R square is 20.1%, and adjusted R square is 18.3%. According to the literature, the coefficient is greater than 0.1, thus, the model is suitable for analysis and has statistically significance. Meanwhile, index Tolerance>0.01, VIF<10, and CI<30, which means that there is no multicollinearity problem in the model. In addition, the F value is 11.643, and p<.000, indicating that the regression analysis meet the significant level between construct of consumption experience and perception of anticipated satisfaction. The hypothesis IV is supported that consumption experience has a positive effect on perception of anticipated satisfaction.

5. DISCUSSION AND CONCLUSION

Customers with different demographic backgrounds show significant differences in quality indicators of consumption experience. The information provides B&B patrons how to meet customer's expectations in terms of quality improvement. Marketers can develop a quality strategy for the needs of various consumer groups in accordance of the results, such as different quality requirements between male and female customers; in the consumption experience, there also differences exist between first-time and repeat customers. In addition, the satisfaction indicator can provide the patrons with reference to increase satisfaction and eliminate the dissatisfaction factors, in order to improve performance of promoting quality. In the process of consumption experience, the quality factor delivered by the service is not all-inclusive in satisfaction and to eliminate the dissatisfaction. If B&B patrons are able to identify which factors can increase satisfaction or eliminate dissatisfaction, and plan the comprehensive solution in advance, those would be not only to reduce costs, but also improve customer satisfaction and enhance overall efficiency. By using classification of Kano's two-dimensional quality model, it was to figure out a high contribution towards the featured quality of B&B characteristics, so that B&B patrons can grasp more accurate information in planning marketing strategy based on different customer needs for quality improvement. Especially in attractive quality elements, in addition to maintaining the quality of existing services, but also to provide customers with high experience value if B&B its own can highlight respective characteristics. In indifferent quality elements, due to the special business type of the B&B industry, patrons can avoid wasting more effort on this element in relevant costs and human considerations. In addition, in highly competitive B&B industry, with the satisfaction indicators patrons

may consider giving priority to enhance those quality elements with higher coefficient on increasing satisfaction and eliminating dissatisfaction indicators, in order to meet the diverse needs of customers.

This study further to examine the relationship between consumption experience and perception of anticipated satisfaction based on the regression analysis, results reveal that customer satisfaction is positively affected by the consumer experiences. One of the reasons may attribute to mostly customer's personal preferences, word of mouth communication from friends and relatives, and media communication, as well as individually previous consumption, which is consistent with the results of this study. That is, consumption experience has a direct impact on level of perceived value and evaluation of word of mouth communication during the process, which may be resulted from feeling the pleasure of experience and diverse added value compared to the physical product exchange. On the whole, a key factor may impact on the model when customer's cognitive level is inconsistent with the actual experience. Anticipated satisfaction is influenced by the difference between cognitive and perceived value, meaning that the perception of anticipated satisfaction will be effective caused from the discrepancy between the actual consumption and perceived value. For management implications, to find out a "quality consistency" solution in advance, which can effectively reduces the discrepancy of customer's cognitive level, is a critical success factor in controlling customer's evaluation of perceived satisfaction. Therefore, when solving the issue of cognitive differences in feelings, in addition to effective management of customers on the anticipated satisfaction arising from the gap, it is certain to consider customer's perceived value, providing recovery information, and amend the customer's complaint when negative feelings arise.

6. MANAGERIAL IMPLICATION AND SUGGESTION

Due to the limitation of resources, suggestions were made for future studies. In the aspect of sampling, purposive sampling was adopted in a specific county of southern Taiwan to investigate the regional characteristics. It is suggested that stratified sampling should be taken to other areas in consideration of difference of regional diversity, and the results will be more generalization. In addition, this research focused on exploring the relationship between customer experience and satisfaction, and utilized KANO's two-dimensional quality model to analyze consumption experience. It is suggested that customer life style and other environmental variables may be discussed. Finally, perceived value and overall consumption experience should also be taken into account; customer relationship quality, consumption experience and service quality management have direct relationships, future studies can make effort to investigate the mutual relationship between variables.

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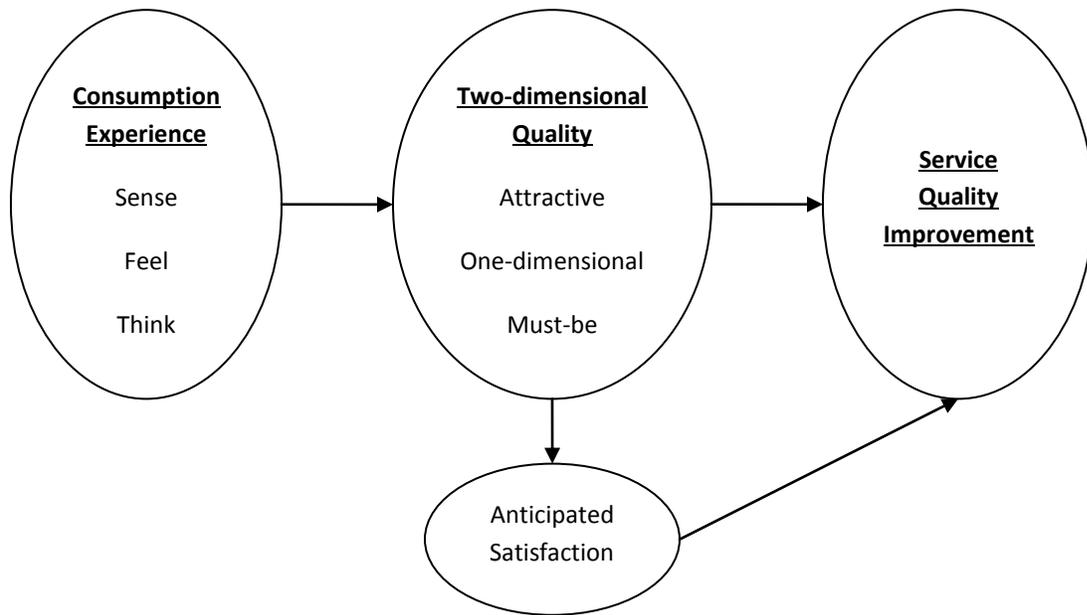
Figure 1：The Proposed Research Model

Dimension		Item	Cronbach α		
			Functional	Dysfunctional	
Sense		6	0.788	0.900	
Feel		5	0.868	0.944	
Think		3	0.831	0.897	
Act		6	0.789	0.928	
Relate		3	0.766	0.889	
	Total	23	0.905	0.965	
Anticipated Satisfaction		5			0.945

Table 1：Reliability Test

		Dysfunctional				
		Like	Must-be	Neutral	Live-with	Dislike
Functional	Like	Q	A	A	A	O
	Must-be	R	I	I	I	M
	Neutral	R	I	I	I	M
	Live-with	R	I	I	I	M
	Dislike	R	R	R	R	Q

Note: Q: Questionable, R: Reverse, A: Attractive, O: One-dimension, I: Indifferent, M: Must-be

Table 2: KANO Two-dimensional Evaluation Table

Dimension	Item	Q (%)	A (%)	O (%)	R (%)	I (%)	M (%)	Category
Sense	(01)impressive name and exterior	2.5	23.5	30.7	1.7	23.5	18.1	O
	(02)attractive interior design	2.5	27.3	29.4	1.3	30.3	9.2	I
	(03)fit in with personal preferences	2.9	16.8	16.0	1.7	56.3	6.3	I
	(04)fascinating fragrance	2.1	18.1	14.3	1.3	57.6	6.7	I
	(05)satisfactory music	1.7	25.6	13.4	1.7	50.4	7.1	I
	(06)suitable temperature	1.7	37.8	20.6	1.3	30.7	8.0	A
Feel	(07)comfortable atmosphere	2.9	38.2	26.5	1.7	23.1	7.6	A
	(08)delighted environment	3.4	39.1	26.1	2.1	23.5	5.9	A
	(09)decent environment	2.1	37.8	31.5	1.3	21.0	6.3	A
	(10)respectful environment	2.9	39.1	26.5	1.7	21.8	8.0	A
	(11)unconstrained space	2.9	34.9	26.9	1.7	25.6	8.0	A
Think	(12)interested in hospitality culture	1.7	22.7	9.2	2.9	53.4	10.1	I
	(13)ponder over something	1.3	26.1	8.0	2.1	54.2	8.4	I
	(14)obtain knowledge from reading	1.3	22.3	7.1	4.2	59.7	5.5	I
Act	(15)fell relaxed	2.1	35.7	26.1	2.1	24.8	9.2	A
	(16)become part of life	1.7	24.8	12.6	2.1	49.6	9.2	I
	(17)initiative services	2.5	41.2	20.2	2.1	24.4	9.7	A
	(18)well-mannered	2.9	39.9	30.3	2.5	17.2	7.1	A
	(19)professionalism	2.5	43.3	24.4	2.9	21.8	5.0	A
	(20)improve friendship	3.4	36.1	24.4	1.3	28.2	6.7	A
Relate	(21)appreciate life	1.7	37.0	20.6	2.5	30.7	7.6	A
	(22)share experience with friends	1.7	39.5	15.5	1.3	35.3	6.7	A
	(23)seek for information	1.3	39.5	15.5	1.7	33.2	8.8	A

Table 3: Category of B&B Two-dimensional quality

Table 4: Analysis of Satisfaction Improvement Indicators

Dimension	Item	Category.	ES	ED	ES of Dimension	ED of Dimension
Sense	(01)impressive name and exterior	O	0.57	-0.51	0.47	-0.31
	(02)attractive interior design	I	0.59	-0.40		
	(03)fit in with my preferences	I	0.34	-0.23		
	(04)fascinating fragrance	I	0.34	-0.22		
	(05)satisfactory music	I	0.40	-0.21		
	(06)suitable temperature	A	0.60	-0.29		
Feel	(07)comfortable atmosphere	A	0.68	-0.36	0.69	-0.36
	(08)delighted environment	A	0.69	-0.34		
	(09)decent environment	A	0.72	-0.39		
	(10)respectful environment	A	0.69	-0.36		
	(11)unconstrained space	A	0.65	-0.37		
Think	(12)interested in hospitality culture	I	0.33	-0.20	0.33	-0.17
	(13)ponder over something	I	0.35	-0.17		
	(14)obtain knowledge from reading	I	0.31	-0.13		
Act	(15)fell relaxed	A	0.65	-0.37	0.63	-0.33
	(16)become part of the life	I	0.39	-0.23		
	(17)initiative services	A	0.64	-0.31		
	(18)well-mannered	A	0.74	-0.40		
	(19)professionalism	A	0.72	-0.31		
	(20)improve the friendship	A	0.63	-0.33		
Relate	(21)appreciate the life	A	0.60	-0.29	0.58	-0.26
	(22)share experience with friends	A	0.57	-0.23		
	(23)seek for related information	A	0.57	-0.25		

Average 0.54

	II		I
			1、2、6、7、8、9、10、11
Coefficient of ED			15、17、18、19、20、21
	III		IV
	3、4、5、12、13、14、16		22、23

Average 0.29

Coefficient of ES
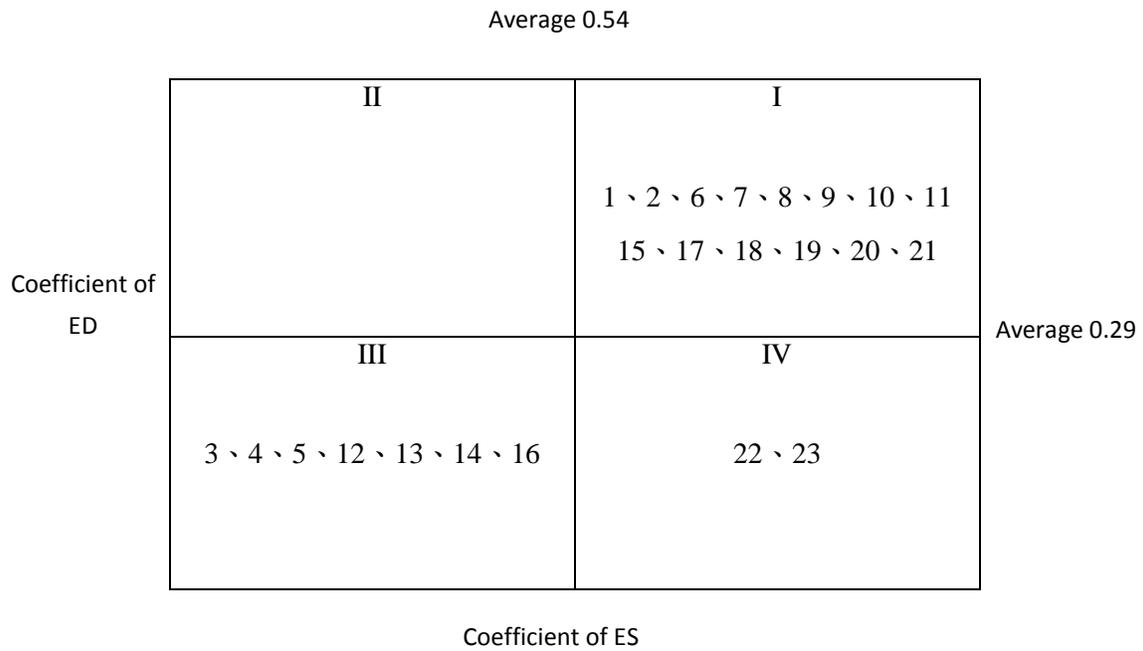
Figure 2: Distribution of Satisfaction Indicators

Model	R	R^2	ΔR^2	F	P	B	β
Sense						0.035	0.043
Feel						0.112	0.115
Think	0.448	0.201	0.183	11.643***	0.000	0.100	0.177
Act						0.162	0.166
Relate						0.068	0.094

Table 5: Regression Analysis of Consumption Experience towards Anticipated Satisfaction