



# The Effect of Online Exhibition Service Quality on Customer Satisfaction, Preference and Revisit: Focused on Online Visitors to The China Import and Export Fair

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**Abstract:** As the novel coronavirus infection disease situation becomes common in the future, exhibition organizers are making their own breakthroughs and are focusing on digital transformation of exhibitions. Along with this global trend, online exhibition model, especially The China Import and Export Fair (Canton Fair) has become popular since the 127th exhibition. The online exhibition was held online from June 15 to 24, 2020. The purpose of this study is to study the relationship between customer satisfaction, preference, and re-visit based on the case of online exhibition at Guangzhou Fair. According to the research results, how to improve the quality of online exhibition service to meet the needs of customers in the future. In this study, SPSS 23.0 is used to verify the validity of the data, AMOS 24.0 is used to model the structural equations of the variables and to verify the relationship between the variables.

**Keywords:** Exhibition Service Quality, Customer Satisfaction, Preference, Revisit

## Introduction

Starting in 2020, exhibitions nationwide have to be postponed or canceled due to the influence of COVID-19. Online exhibitions have become a global trend. In this study, the service quality of online exhibitions has been studied extensively. Cho Young-chul & Lee Byung-chul (2021) conducted research on the quality of online exhibition services based on the experience of MICE workers.<sup>[1]</sup> In addition, Yang Joon-hee (2022) proposed an expansion plan behavior theory on the quality of service of Virtual exhibition, which had an impact on participants' recycling intentions.<sup>[2]</sup> According to the previous research, this study studied how the service quality of online exhibition influences customer satisfaction, preference and re-visit to online participants. The aim of this study was to understand the customer satisfaction, preference and re-visit status of exhibitors. According to the research results, first, adjust the management strategy of online exhibition service, improve management performance, improve the overall quality of employees, improve service quality, improve corporate culture and promote the development of online exhibition industry. Second, the advantages and disadvantages of the online exhibition will be found through feedback from participants, and the advantages will be strengthened and the disadvantages will be improved. Third, we will improve the service quality of online exhibitions, attract more domestic and foreign customers and generate more profits. Finally, it will establish a theoretical framework for online exhibitions that will rise.

## Literature Review

Quality of service is affected by the interaction of related factors between the suppliers of products or services and the consumers receiving them (Kwok Dae-young, Lim Hyung-taek, 2013).<sup>[3]</sup> Kang Min-ji & Jin Yong-mi (2018) studied six factors: entertainment, convenience, reliability, certainty, responsiveness, and empathy in a study on the quality factors of home shopping services.<sup>[4]</sup> Yang Joon-hee (2022) said that online exhibition service quality proposed personnel service, procedures, interactivity, platform aesthetic, platform service 5 factors. E-commerce platforms can understand the system-level characteristics of websites (accessibility, speed, security, stability, transaction, design, compatibility, interaction, efficiency, consistency). Therefore, based on various prior studies, this study established five aspects of exhibition service quality, including security, network accessibility, convenience, efficiency, and functional consistency, considering the characteristics of online exhibition service quality.

Lee Hyun-bok (2014) said that customer satisfaction refers to the overall evaluation of the products and services provided by individual companies and companies in the overall marketing system of customers.<sup>[5]</sup> Cho Yoon-sil (2015)

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also defined customer satisfaction as a comparative evaluation of pre-expectations formed before participating in the exhibition and late service after participating.<sup>[6]</sup> Regarding the satisfaction level of exhibition customers, Lee Yoo-an & Kim In-shin (2017) defined expectations before the exhibition, experience process, perception and emotional evaluation after the exhibition as overall satisfaction expressed comprehensively expressed.<sup>[7]</sup> Cho Ok-moon & Cho Dong-hyuk (2019) suggested that customer satisfaction is a management method that satisfies customers' expectations while maintaining corporate performance.<sup>[8]</sup> Satisfaction is a psychological state, a subjective evaluation of the quality of products and services by consumers (Liu Luqiu & Jiao Zhenjun, 2021).<sup>[9]</sup> As market competition intensifies and customer requirements become diversified, satisfaction by department is considered an important factor. Therefore, customer satisfaction is defined as an expression of the customer's pre-expectations for products or services and the emotional state of the actual product or service that is late for purchase or experience.

Preference refers to the ratio of goods divided by the ratio of consumers' preference, i.e., consumer preference. Preference is the relative value evaluation that people make when they consider what kind of value they have in a series of comparable objects (Yang Weidong, 2010).<sup>[10]</sup> Jang Shin & Park Sang-hee (2017) defined preference as the concept that if consumers' psychological states continue through cognitive-attitude-intention-behavior, preference exceeds such perception or attitude.<sup>[11]</sup> Buyoung & Koo Ja-gun (2022) said that preference can be defined as consumers' willingness to reuse a brand or service or recommend it to others. In other words, preference refers to the size of a particular brand's product or service in the consumer's mind. Brand's product quality and service level determine the consumer's preference.<sup>[12]</sup>

Many previous researchers have studied the concept of return visits extensively. The intention of revisiting is a sub-concept of loyalty and can be seen as a willingness to continue to purchase favorite products or services (Oliver, 1999).<sup>[13]</sup> Shin Young-mi & Yoo Jae-sook & Lee Seung-gon (2016) discussed the intention of re-visiting and recommending, including positive word of mouth, recycling, and recommendation.<sup>[14]</sup> The intention to visit again is defined as the intention to use it repeatedly to satisfy the conference service (Park Eun-ae, Lee Jung-sil, 2018).<sup>[15]</sup> Bang Hye (2019) said that the intention of the re-visit is that the customer has a desire to visit the place he visited based on an objective perception of the image.<sup>[16]</sup> According to previous studies mentioned earlier in this study, revisit is defined as an individual's intention to participate in an online exhibition after receiving the exhibition goods or services.

## Empirical analysis

### 1. Demographic characteristics analysis of samples

The demographic characteristics of this study are shown in Table 1.

**Table 1: Demographic characteristics of this study**

	distinguish	Frequency (n=316)	Percentage (%)
Gender	man	172	54.4
	woman	144	45.6
Age	20-29 years old	91	28.8
	30-39 years old	132	41.8
	40-49 years old	51	16.1
	over 50 years of age	42	13.3
educational background	a high school graduate or lower	34	10.8
	Professional disaster (graduation)	77	24.4
	University goods (graduation)	165	52.2
	graduate or higher	40	12.7
occupation	Educational goods/laboratories	25	7.9
	an administrative agency	8	2.5
	a private business operator	54	17.1
	the investment industry	21	6.6
	Service industry	38	12.0
	the trade business	61	19.3
	the restaurant industry	15	4.7
	the distribution industry	12	3.8
	the manufacturing industry	42	13.3
	Student	31	9.8
Guitar	9	2.8	

Monthly average income	Less than \$400.	36	11.4
	\$400-\$800	96	30.4
	\$800-\$1200	126	39.9
	\$1200-\$1600	39	12.3
	More than \$1600	19	6.0

## 2. Analysis of reliability and validity of measurement tools

### 1) Exploratory factorial analysis and reliability verification

#### ① Exploratory factor analysis and reliability verification of service quality of online exhibitions

The exploratory factor analysis and reliability verification of the service quality of the online exhibition in this study are shown in <Table 2>. According to the results of the study, the total variance explanatory power was 60.188. The minimum factor load value was found to be 0.546, and the Cronbach's a coefficient was found to be 0.6 or more.

**<Table 2> Results of exploratory factor analysis on service quality of online exhibitions**

factor	level	Measurement items	Factor Load Value	intrinsic value	Distributed Descriptive Power (%)	Cronbach's a
Online exhibition service quality	Security	The electronic payment method of this online exhibition is safe.	.578	3.873	13.916	.807
		The privacy of this online exhibition is guaranteed.	.684			
		The exhibits in this online exhibition are really safe.	.788			
		The way this online exhibition deals is safe.	.620			
	Web Accessibility	There are many kinds of exhibits in this online exhibition.	.653	1.413	12.544	.804
		The information provided by this online exhibition is diverse.	.635			
		This online exhibition has various ways of displaying products.	.719			
	Convenience	This online exhibition is convenient for viewing exhibits.	.613	1.252	11.946	.635
		It is convenient to trade the exhibits of this online exhibition.	.649			
		This online exhibition is convenient for customers and employees to interact.	.809			
	Efficiency	The online exhibition's viewing speed is fast.	.606	1.162	10.960	.806
		Employees respond quickly to customer service at this online exhibition.	.655			
		The online exhibition has a fast trading speed.	.630			
		The display of this online exhibition matches the actual offline product.	.620			

	functional consistency	The customer service courtesy of this online exhibition employee coincides with offline.	.748	1.049	10.822	.692
		The professionalism of this online exhibition staff is consistent with offline.	.546			

Total variance explanatory power (%) = 60.188, KMO = .804, Bartlett sphericity test = 840.951, degree of freedom = 91, p<.001

② Exploratory factor analysis and reliability verification of customer satisfaction

The exploratory factor analysis and reliability verification of customer satisfaction in this study are shown in <Table 3>. According to the results of the study, the total variance explanatory power was 60.593. The minimum factor loading value was .757, and the Cronbach's a coefficient was .772.

**<Table 3> Results of exploratory factor analysis on customer satisfaction**

factor	Measurement items	Factor Load Value	Intrinsic value	Distributed Descriptive Power (%)	Cronbach's a
<b>customer satisfaction</b>	I feel satisfied with the exhibits provided in this exhibition.	.815	2.424	60.593	.772
	I am satisfied with the information provided in this exhibition.	.777			
	I am satisfied with the activities of this exhibition.	.763			
	I feel satisfied with the customer service staff of this exhibition.	.757			

Total variance explanatory power (%) = 60.593, KMO = .784, Bartlett's sphericity test = 332.444, degrees of freedom = 6, p<.001

③ Exploratory factor analysis and reliability verification of preference

Exploratory factor analysis and reliability verification of preferences in this study are shown in <Table 4>. The total variance explanatory power in which the preference is explained was 60.068. The minimum factor loading value was .739, and the Cronbach's a coefficient was .832.

**<Table 4> Results of exploratory factor analysis on preference**

factor	Measurement items	Factor Load Value	Intrinsic value	Distributed Descriptive Power (%)	Cronbach's a
<b>preference</b>	I will talk about the good things about this online exhibition with people around me.	.821	3.003	60.068	.832
	The way this online exhibition exhibits is very good.	.800			
	I will introduce this online exhibition to my friends around me.	.759			
	I will disclose the contents of this online exhibition on SNS.	.754			
	I usually search for information about this online exhibition through my cell phone and so on.	.739			

Total variance explanatory power (%) = 60.068, KMO = .7846, Bartlett's sphericity test = 543.317, degrees of freedom = 10, p<.001

④ Exploratory factor analysis and reliability verification of revisit

The exploratory factor analysis and reliability verification of revisit in this study are shown in <Table 5>. The total variance explanatory power in which revisit is explained was 71.603. The minimum factor loading value was .830 and the Cronbach's a coefficient was .800.

<Table 5> Results of exploratory factor analysis on revisit

factor	Measurement items	Factor Load Value	Intrinsic value	Distributed Descriptive Power (%)	Cronbach's a
revisit	From now on, I will also purchase products through online exhibitions.	.869	2.148	71.603	.800
	If I hold this online exhibition in the future, I will participate again.	.839			
	From now on, I will participate in an online exhibition with my friend.	.830			

Total variance explanatory power (%) = 71.603, KMO = .705, Bartlett's sphericity test = 299.411, degrees of freedom = 3, p<.001

### 3. Correlation analysis

The correlation analysis results of this study are shown in <Table 6>.

<Table 6> Results of correlation analysis between research variables

factor	Security	Web Accessibility	Convenience	Efficiency	functional consistency	customer satisfaction	preference	revisit
Security	1							
Web Accessibility	.477**	1						
Convenience	.398**	.419**	1					
Efficiency	.416**	.460**	.499**	1				
functional consistency	.351**	.323**	.411**	.421**	1			
customer satisfaction	.120*	.099	.106	.137*	.265**	1		
preference	.193**	.175**	.188**	.271**	.293**	.165**	1	
revisit	.094	.166**	.242**	.198**	.180**	.097	.319**	1

\*\* . Correlation is significant at 0.01 level (both sides)

\* . Correlation is significant at 0.05 level (both sides)

### 4. Confirmatory factor analysis of measurement tools

The Verification results of Hypothesis 1 are shown in <Table 7>. In this study, the verification results were derived as  $\chi^2=492.348$  (p=.000), df=271,  $\chi^2/df=1.817$ , RMR=.014, GFI=.891, AGFI=.859, and CFI=.894.

<Table 7> Confirmatory factor analysis results

factor	level	Measurement items	S.E.	C.R.	p	AVE	CR
Security		The electronic payment method of this online exhibition is safe.	-	-	***		
		The privacy of this online exhibition is guaranteed.	0.264	5.638	***		

<b>Online exhibition service quality</b>		The exhibits in this online exhibition are really safe.	0.256	4.828	***	.750	.755
		The way this online exhibition deals is safe.	0.231	4.717	***		
	Web Accessibility	There are many kinds of exhibits in this online exhibition.	-	-	***	.701	.873
		The information provided by this online exhibition is diverse.	0.138	6.388	***		
		This online exhibition has various ways of displaying products.	0.118	7.806	***		
	Convenience	This online exhibition is convenient for viewing exhibits.	-	-	***	.582	.879
		This online exhibition is convenient for customers and employees to interact.	0.172	5.238	***		
	Efficiency	The online exhibition's viewing speed is fast.	-	-	***	.736	.842
		Employees respond quickly to customer service at this online exhibition.	0.167	5.896	***		
		The online exhibition has a fast trading speed.	0.178	6.221	***		
	functional consistency	The display of this online exhibition matches the actual offline product.	-	-	***	.612	.861
		The customer service courtesy of this online exhibition employee coincides with offline.	0.181	5.426	***		
		The professionalism of this online exhibition staff is consistent with offline.	0.176	5.913	***		

\*\*\*p<.01

factor	Measurement items	S.E.	C.R.	p	AVE	CR
customer satisfaction	I feel satisfied with the exhibits provided in this exhibition.	-	-	***	.780	.896
	I am satisfied with the information provided in this exhibition.	0.107	9.98	***		
	I am satisfied with the activities of this exhibition.	0.104	8.986	***		
	I feel satisfied with the customer service staff of this exhibition.	0.103	9.027	***		
	I will talk about the good things about this online exhibition with people around me.	-	-	***		
	The way this online exhibition exhibits is very good.	0.101	11.082	***		
	I will introduce this online exhibition to my friends around me.	0.104	11.004	***		

preference	I will disclose the contents of this online exhibition on SNS.	0.104	10.233	***	.757	.897
	I usually search for information about this online exhibition through my cell phone and so on.	0.099	10.072	***		
revisit	From now on, I will also purchase products through online exhibitions.	-	-	***	.659	.929
	If I hold this online exhibition in the future, I will participate again.	0.091	11.452	***		
	From now on, I will participate in an online exhibition with my friend.	0.083	10.981	***		

$\chi^2 = 492.348$  ( $p = .000$ ),  $df = 271$ ,  $\chi^2/df = 1.817$ ,  $RMR = .014$ ,  $GFI = .891$ ,  $AGFI = .859$ ,  $CFI = .894$

\*\*\* $p < .01$

## 5. Verification of research hypothesis

### 1) Validation of Hypothesis 1:

The Verification results of Hypothesis 1 are shown in <Table 9>. Overall,  $R^2 = .490$ , modified  $R^2 = .482$ , and  $F = 59.545$ .

<Table 9> Results of regression analysis between service quality and customer satisfaction of the exhibition

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient ( $\beta$ )	t-test value	Significance probability (P)	VIF
	( constant number)	3.956		5.387	.000	
customer satisfaction	Security	.116	.158	2.857	.005*	1.865
	Web Accessibility	-.054	-.059	-1.145	.253	1.603
	Convenience	.183	.169	3.095	.002*	1.807
	Efficiency	.314	.244	4.793	.000*	1.571
	Functional consistency	.414	.369	7.708	.000*	1.395
R <sup>2</sup> = .490		modified R <sup>2</sup> = .482		F = 59.545		

\* $p < 0.01$ , \*\* $p < 0.05$

### 2) Validation of Hypothesis 2:

The Verification results of Hypothesis 2 are shown in <Table 10>. Overall,  $R^2 = .375$ , modified  $R^2 = .365$ , and  $F = 37.199$ .

<Table 10> Results of regression analysis between service quality and preference of the exhibition

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient ( $\beta$ )	t-test value	Significance probability (P)	VIF
	( constant number)	7.224		7.368	.000	
preference	Security	.027	.031	.501	.616	1.853
	Web Accessibility	.047	.043	.750	.454	1.613
	Convenience	.267	.204	3.391	.001*	1.804

Efficiency	.396	.254	4.520	.000*	1.574
Functional consistency	.344	.254	4.791	.000*	1.391
R2= .375		modified R2= .365	F= 37.199		

\*p<0.01, \*\*p<0.05

### 3) Validation of Hypothesis 3:

The Verification results of Hypothesis 3 are shown in <Table 11>. Overall, R2=.218, modified R2=.205, and F=17.281.

**<Table 11> Results of regression analysis between service quality and revisit of the exhibition**

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient (β)	t-test value	Significance probability (P)	VIF
revisit	( constant number)	4.615		5.342	.000	
	Security	.001	.002	.028	.978	1.861
	Web Accessibility	.085	.097	1.526	.128	1.602
	Convenience	.171	.166	2.452	.015**	1.807
	Efficiency	.247	.202	3.202	.002*	1.573
	Functional consistency	.147	.138	2.324	.021**	1.392
R2= .218		modified R2= .205	F= 17.281			

\*p<0.01, \*\*p<0.05

### 4) Validation of Hypothesis 4:

The Verification results of Hypothesis 4 are shown in <Table 12>. Overall, R2=.401, modified R2=.399, and F=209.921.

**<Table 12> Results of regression analysis between Customer satisfaction and preference of the exhibition**

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient (β)	t-test value	Significance probability (P)	VIF
preference	( constant number)	8.029		9.366	.000	
	Customer satisfaction	.764	.633	14.489	.000*	1.000
R2= .401		modified R2= .399	F= 209.921			

\*p<0.01, \*\*p<0.05

### 5) Validation of Hypothesis 5:

The Verification results of Hypothesis 5 are shown in <Table 13>. Overall, R2=.232, modified R2=.230, and F=95.058.

**<Table 13> Results of regression analysis between customer satisfaction and revisit of the exhibition**

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient (β)	t-test value	Significance probability (P)	VIF
	( constant number)	5.05		6.608	.000	



revisit	customer satisfaction	.458	.482	9.75	.005*	1.037
	R2= .232	modified R2= .230	F= 95.058			

\*p<0.01, \*\*p<0.05

#### 6) Validation of Hypothesis 6:

The Verification results of Hypothesis 6 are shown in <Table 14>. Overall, R2=.334, modified R2=.332, and F=157.313.

<Table 14> Results of regression analysis between preference and revisit of the exhibition

dependent variable	independent variable	non-standardized coefficient (B)	standardized coefficient (β)	t-test value	Significance probability (P)	VIF
revisit	( constant number)	3.184		4.283	.000	
	preference	.455	.578	12.542	.000*	1.013
	R2= .334	modified R2= .332	F= 157.313			

\*p<0.01, \*\*p<0.05

### Materials and Methods

The questionnaire was conducted on the 129th Online Canton Fair held in China from April 15, 2021 to April 24, 2021. This study used 316 questionnaires for empirical analysis. The collected data were analyzed by SPSS23.0, including frequency analysis, factor analysis (exploration factor analysis) and reliability analysis, and correlation analysis and regression analysis were carried out to verify the hypothesis. In this study, AMOS 24.0 was used to verify the mutual influence relationship between the constituent factors set in the research model. It was analyzed through structural equation model analysis, and the interrelationship between the constituent factors was verified.

### Results and Discussion

This study empirically analyzed the relationship between service quality (security, web accessibility, convenience, efficiency and functional consistency) of online exhibitions and customer satisfaction, preference, and revisit. The practical implications of this study are presented as follows.

First, online transactions should be secured. For example, Alipay has a method of allowing face recognition payments in China, but it should not allow face payments in transactions to prevent Internet fraud.

Second, in terms of convenience, online exhibits on the Internet homepage should be guaranteed conveniently.

Third, in terms of efficiency, customers' needs should be explained quickly.

Fourth, in terms of functional consistency, practical implications were presented that the quality of the exhibits of online exhibitions and the actual offline products should match.

Fifth, in order to increase participants' preference for online exhibitions, it is necessary to meet the needs of participants in online exhibitions. For example, the quality of the exhibits provided by the online exhibition should be guaranteed. In addition, it should be clear in the presentation of the correlation information provided in the exhibition.

Finally, employees of online exhibitions should increase their sense of humor in the language and explain their products in pleasant and cheerful languages to increase customer preferences when they do live broadcasts.

The academic implications of this study are presented as follows.

First, through the results of this study, basic research data on online exhibitions, service quality, customer satisfaction, preference, and revisit were contributed in the future.

Second, scholars who will conduct research on the service quality of online exhibitions can refer to the service quality factors of TV home shopping (entertainment, convenience, reliability, certainty, responsiveness, and empathy) (Kang Min-ji and Jin Yong-mi, 2018). In addition, Yang Joon-hoe (2022)'s online convention service quality presented five factors: human service, program, interaction, flat product aesthetics, and flat product service.

Third, it was suggested that the service quality provided by the exhibition convention centers of Lee Dae-hwi and Jung Hyo-hee (2015) had a significant positive effect on customer satisfaction, and the impact of Lee Yoo-an and Kim In-shin (2017) on participant satisfaction was analyzed. It was revealed that the service quality of the exhibition in Chojin-

gun and Eurochu (2022) had a significant effect on the satisfaction of the exhibition. In the future, academic implications were presented to scholars who needed to study later.

### Limits and Future Research Topics

In the course of this study, the limitations of the study may also arise. Therefore, the specific limits and future research topics are as follows.

First of all, in this research questionnaire, the questionnaire setting is seriously inadequate. For example, there are five dimensions of service quality security, Internet accessibility, convenience, efficiency, and functional consistency at online exhibitions, and there is a lack of setting measurement items for customer satisfaction, preference, and re-visit. Therefore, more consideration should be given to measurement items in the future.

Second, only five of the online exhibition's service quality aspects were measured: security, Internet accessibility, convenience, efficiency, and functional consistency. In future research, other levels of service quality for online exhibitions should be studied. For example, Yang Joon-hoe (2022)'s quality of online conference and exhibition services presents human services, procedures, interactivity, platform aesthetics, and platform services. Further research is needed in the future.

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