Striking the Perfect Balance: The Moderated Mediation Effect of Consumer Perceived Service Quality on the Relationship Among Marketing Experience Satisfaction, Customer Satisfaction, and Customer Loyalty

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Abstract: With the rapid growth of the economy and advancements in technology, traditional cultures and crafts are increasingly at risk of disappearing. In response to this challenge, the concept of tourism factories has emerged, aiming to preserve cultural heritage while revitalizing industries. This study compares tourism factories across the mature and emerging markets to explore differences in service quality between mature and emerging markets. A total of 660 valid responses were collected in 2017 and analyzed using SPSS 22.0 and PROCESS 4.0 for descriptive statistics, confirmatory factor analysis, and mediation analysis. The findings indicate that in the mature market, experiential marketing had a significant impact on both customer satisfaction and loyalty; however, satisfaction did not directly predict loyalty, and the mediating effect of service quality was not significant. In contrast, in the emerging market, customer satisfaction partially mediated the relationship between experiential marketing and customer loyalty, with all three dimensions of service quality showing significant effects. These results underscore the importance of developing market-specific service strategies, particularly through optimizing experiential marketing approaches to enhance customer satisfaction and loyalty.

Keywords: Tourism Factory; Experiential Marketing; Satisfaction; Loyalty; Service Quality

1. Introduction

Economic ascendancy and technological progress have led to a paradigm shift where the service sector's output has surpassed that of the manufacturing industry, a trend observed in both mature and emerging markets. This development has precipitated the erosion of numerous traditional cultures, technologies, and artisanal skills, necessitating immediate action to revitalize traditional industries and to safeguard and perpetuate the intrinsic traditional technological and cultural heritage. The burgeoning interest of the populace in tourism, fueled by economic prosperity, has catalyzed the robust growth of the tourism sector. This has, in turn, spurred the emergence of a fusion between traditional industries and tourism, akin to bamboo shoots after a spring rain. Presently, nations in Europe and America, as well as Japan, have long-standing practices of industrial tourism within consumer-related factories, including those in glass, food, winemaking, and automotive sectors. These industries initiated the dual operation of manufacturing and tourism services in the twentieth century, signifying a pivotal shift in industry [1], and have since reached a level of sophistication.

In response to this opportunity, the Mature market initiated the establishment of industrial tourism facilities, known as " Tourism Factory ", commencing in 2003, with a structured program for periodic assessment and promotion. These facilities amalgamate Mature market's traditional industries with elements of culture, technology, educational components, and experiential learning, thereby generating substantial economic value. Data from the Industrial Technology Research Institute (ITRI) indicate that the number of such facilities escalated from 74 in 2011 to 117 by 2013, amassing a total visitor count of 11.3 million, which contributed to a tourism revenue of 2.8

billion N.T. dollars, with an anticipated annual increment of approximately 1 million visitors [1]. As per the statistics compiled by the end of 2016, the count of industrial tourism facilities had escalated to 133, with the aggregate visitor figures reaching 22.1 million, marking a 2.4-fold increase from the figures recorded in 2011 [2].

Industrial tourism, first proposed in emerging market, has gained popularity among tourists due to its combination of tourism, cultural value, entertainment, on-site experiences, dynamism, and interactivity. However, due to a lack of substantial breakthroughs in development, there remains a significant gap between the expectations and planning of the government and the actual outcomes in terms of industry scale, service standards, the scope of accessible projects, and reception capabilities. To address these issues, the Fujian Provincial Tourism Bureau began planning to overcome the development bottlenecks of industrial tourism in 2014. Drawing on Mature market's development experience, it introduced the concept of "tourism factories," and initiated cooperation among industry, academia, and research sectors to break the deadlock.

A tourism factory is a new form of industrial tourism that organically integrates traditional industry with tourism. It uses the production facilities, processes, and worker operations of factories as tourism attractions, complemented by services such as guided tours and DIY experiences, providing tourists with a multi-faceted experience including sightseeing, leisure, science education, handmade production, and shopping. Since the second half of 2014, the Fujian Provincial Tourism Bureau has established construction and service standards for tourism factories. In 2015, policies were introduced, and the first batch of 33 tourism factories in Fujian Province were announced, covering industries such as food, tea production, wine, and jade. Currently, efforts are underway to refine the evaluation, re-examination, and regulatory systems to promote the standardization and scaling up of tourism factories. The goal is to establish 100 tourism factories by 2017, outlining a promising development blueprint for the sector in Fujian Province [3].

In an era dominated by the service industry, scholars like Abbott (1955) have proposed that the core product of tourism lies in providing memorable experiences [4]. In other words, it is about pursuing experiences that satisfy inner needs. Schmitt (1999) also introduced the concept of experiential marketing at the end of the last century, arguing that offering products with unforgettable, unique identities or personalized attributes can increase sales of products or services [5]. From the developments in Mature market and emerging market, it is evident that tourism factories have become an integral part of regional tourism development, preserving traditional industries and techniques, while also integrating culture, knowledge, and experiences as part of the cultural and creative industries.

As can be seen, tourism factories have been established in Mature market for many years, and research on tourism factories is diverse and extensive. However, in emerging markets, this is still a budding concept. While previous research on the experiential marketing, service quality, satisfaction, and loyalty related to tourism factories has been relatively mature, few studies have simultaneously investigated all four dimensions in a comprehensive manner. In contrast, in emerging market, while research in these areas is believed to be quite advanced, surveys focusing specifically on tourism factories have yet to be conducted. This raises the question of how the four dimensions interact with one another. What are the characteristics of tourists visiting tourism factories in emerging market? How would the four dimensions be applied to samples in emerging market, and what would the results be? What are the differences between the two regions? These questions form the research motivation for this study.

2. Literature Review

The genesis of the "tourism factory" concept can be traced back to 1964 with the publication of Roald Dahl's seminal work, "Charlie and the Chocolate Factory," which employed a fantastical narrative to illustrate the tourism model of factory visits [6]. However, the inception of actual tourism factories is attributed to the 1980s in the United Kingdom. As a coal-producing powerhouse and a harbinger of the industrial revolution, the UK was among the first to confront the urban decline associated with resource depletion, compelling a consideration of transformation strategies. In this context, the integration of

touristic elements within factories facilitated their sustainable operation and, concurrently, invigorated industrial heritage, thus heralding a novel era in the domain of industrial heritage tourism [7].

Mitchell and Mitchell have noted that despite the disparate nomenclature, including visitor centers or corporate museums, the underlying objective is to confer upon patrons an experiential cognition of products. This encompasses activities such as observing production processes, scrutinizing manufacturing methodologies, and elucidating historical progressions [8]. Dodd and Bigotteposit that the contemporary factory mindset is exemplified by tourists engaging with factory facilities, comprehending the genesis of products, sampling the outputs, and immersing in related experiential amenities [9]. It is apparent from these observations that, notwithstanding the divergent definitions across nations, the emergence of novel tourism paradigms such as "sightseeing factories," "industrial tourism," "factory visits," "industrial heritage tourism," and "corporate museums" is geared towards invigorating and augmenting the value of traditional industries. These models also serve to perpetuate historical and cultural heritage while integrating educational and recreational functions.

The genesis of the term "experience" within the consumer context is attributed to Norris, who proposed that consumers are motivated to purchase products based on the service experiences they anticipate from those goods [10]. Schmitt pioneered the concept of "experiential marketing," defining it as a strategy that emphasizes the customer experience. He posited that customers, upon observation or engagement with events, encounter stimuli that elicit motivation, culminating in brand identification or purchasing actions. Schmitt further suggested that experiences are malleable and can be deliberately crafted to influence consumer behavior [5]. Lee et al. expanded on this notion, asserting that the essence of experiential marketing lies in the creation of indelible memories within the consumer psyche. By evoking emotional responses, experiential marketing enhances the perceived value of products and incites purchasing motivations [11]. Within the evaluative framework of experiential marketing, subsequent researchers frequently utilize the quintessential constructs of the Strategic Experience Module as metrics for assessment. These constructs include the sensory, emotional, cognitive, behavioral, and relational experiences, which collectively serve as pivotal indicators for gauging the efficacy of experiential marketing initiatives.

The construct of 'satisfaction' was initially articulated by the esteemed management scholar Drucker, who posited that the fundamental task of an enterprise is to engender satisfied clientele [12]. Oliver amalgamated research pertaining to job satisfaction, life satisfaction, self-satisfaction, and customer satisfaction from the realms of social and applied psychology, positing that satisfaction is a perceptual function of the divergence between anticipated standards and perceived confirmation [13]. Heung and Ngai (2008), within the tourism industry context, delineated customer satisfaction as the alteration in the consumer's psychological state subsequent to their purchasing experience [14]. This aligns with the perspective of Cho et al., who characterized customer satisfaction as the consumer's evaluative response following the juxtaposition of actual experiences against pre-existing expectations [15]. Kotler elucidated that customer satisfaction is derived from the consumer's cognitive appraisal of product outcomes in relation to their expectations [16]. Within the 'holistic measurement' paradigm of satisfaction, indices such as the American Customer Satisfaction Index (ACSI) and the European Customer Satisfaction Index (ECSI) have garnered substantial scholarly adoption. In the 'multi-dimensional measurement' framework of satisfaction, Yi temporally delineated satisfaction into 'process satisfaction' and 'outcome satisfaction' [17]. Ostrom and Iacobucci, in their examination of service attributes, proffered that the facets for gauging customer satisfaction encompass the product's pricing, the demeanor and professional acumen of service personnel, the efficacy of the service, and the overarching performance of the company [18]. Synthesizing the aforementioned, this study delineates satisfaction as the disparity between tourists' perceptions and expectations of the totality of services or products rendered post-visitation to a tourism factory, and the level of contentment or disillusionment with the

participatory process and the overall outcome. Consequently, this study embraces Yi's dual-phase satisfaction construct.

Jones and Sasser elucidate that loyalty encompasses a patron's identification with a corporation's personnel, services, or products, a sentiment that exerts a direct influence on consumer purchasing behavior [19]. This implies that customer loyalty represents a commitment and assurance of service quality by the enterprise [20]. Extant research indicates a sophisticated understanding of loyalty metrics; Fornell suggested that loyalty assessments should be bifurcated into 'repurchase intention' and 'price tolerance' as principal evaluative criteria [21]. Jones and Sasse articulated loyalty across three dimensions: repurchase intention, fundamental behavior, and derived behavior [19]. Oliver posited that loyalty necessitates the development of consumer attitudes, thereby differentiating loyalty in purchasing behaviors into cognitive, affective, conative, and actional loyalties [22]. Gronhold et al. identified customer loyalty as constituted by four metrics: repurchase intention, referral intention, price tolerance, and cross-purchase intention [23]. This study, in its selection of a loyalty scale, ultimately employs the constructs of 'behavioral loyalty' and 'attitudinal loyalty' as articulated by Baker and Crompton [24].

The inception of the service quality construct is attributed to the seminal work of Sasser, Olsen, and Wychof, who conceptualized service level as the degree of tangible and intangible benefits accorded to consumers, delineating it into the expected service level and the perceived service level [25]. Gronroos further refined this definition, positing that service quality is appraised by customers through a comparative analysis of their service expectations and actual perceptions [26]. Garvin expanded on this discourse, articulating that service quality is a subjectively perceived construct, and any service aligning with customer expectations is deemed high quality [27]. The paradigm of service quality that has garnered widespread acceptance and citation among researchers is that of Parasuraman, Zeithaml, and Berry, who perceive service quality as the divergence between pre-service consumer expectations and post-service consumer perceptions, advocating that service quality is adjudged based on the interplay between 'expected service' and 'perceived service' [28]. Parasuraman, Zeithaml, and Berry, following empirical investigations and analytical procedures, employed factor analysis to distill five robust dimensions (tangibles, responsiveness, reliability, assurance, empathy), encompassing 22 items for the quantification of service quality [29]. Dabholkar, Thorpe, and Rentz, in their 1996 inquiry into retail service quality [30], adapted the framework of Parasuraman, Zeithaml, and Berry, and through iterative factor analysis, discerned five dimensions (physical appearance, reliability, employee interaction, problem solving, store policy) [29]. Given the congruence of this conceptualization with the service quality assessment in the context of tourism factories under investigation, this metric was ultimately embraced for this study.

3. Research Methods

3.1 Interrelationships among Variables

3.1.1 Investigating the intercorrelations among experiential marketing, customer satisfaction, and loyalty

Within the scholarly discourse on the nexus between "experiential marketing and customer satisfaction", Schmitt articulated that experiential marketing engenders certain stimuli post-customer event participation, which in turn evokes motivations and fosters cognitive identification or purchasing behaviors [5]. Within the "customer satisfaction and loyalty" research paradigm, Gronholdt et al. posited that customer satisfaction exerts a direct influence on customer behavior, implying that higher levels of satisfaction with a service or product correlate with enhanced customer loyalty and retention [31]. Calik and Balta, in their examination of the Turkish banking sector, substantiated that robust customer satisfaction is instrumental in shaping robust loyalty [32]. Synthesizing the extant body of research, it is evident that the intercorrelations among experiential marketing, customer satisfaction, and loyalty have been extensively explored by numerous scholars. Consequently, this study articulates Hypothesis 1, Hypothesis 2, and Hypothesis 3.

H1: Experiential marketing significantly influences customer satisfaction.

H2: Customer satisfaction significantly

influences loyalty.
H3: Experiential marketing significantly influences loyalty.
H4: Customer satisfaction mediates the relationship between experiential marketing and loyalty.

3.1.2 Investigating the intercorrelations among service quality, experiential marketing, customer satisfaction, and loyalty

Jen and Huelucidate that within a highly competitive milieu, firms must offer superior service quality to cater to the heterogeneous demands of patrons, as loyal patrons constitute the cornerstone of a company's enduring profitability [33]. Morrall also posits that service quality is the paramount attribute for distinguishing oneself from competitors [34]. Advancing from the aforementioned perspectives, from the vantage point of service recipients, an escalation in service quality precipitates an ascent in their satisfaction, thereby precipitating subsequent consumption [35]. Consequently, it is evident that service quality assumes a pivotal role in enterprises, with no exception in the realm of tourism factories. Within the scholarly discourse on "service quality and experiential marketing," Baker and Crompton, positing that "superior service to tourists engenders heightened pleasure and satisfaction," revealed that the enhancement of experiential marketing initiatives can augment service quality, and indicated that service quality exerts a positive influence on experiential marketing [24]. Chen and Chen conducted a study on the service quality, experiential marketing, and perceived value in sightseeing factories. Their results also confirmed that service quality has a positive impact on experiential marketing [36]. In the research pertaining to "service quality and satisfaction," Anderson, Fornell, and Lehmann proposed that service quality is one of the precursors to customer satisfaction [35]. Zeithaml and Bitner, in their investigation into "the structural relationship between customer perceived quality and customer satisfaction," determined that customer satisfaction is a multidimensional metric influenced by service quality, product quality, pricing factors, contextual factors, and individual factors. In the research pertaining to "service quality and loyalty" [37], Cronin and Taylor explored the interrelationship between customer satisfaction and service quality across various service industries, discovering that service quality is correlated with customer satisfaction and can further influence purchase intentions [38]. Synthesizing the aforementioned past studies, it is apparent that scholars have underscored the significance of service quality and its substantial impact on customer satisfaction and loyalty; however, no scholars have considered service quality as a moderating (mediating) variable to explore the extent of its influence. Thus, this study articulates Hypothesis 5, Hypothesis 6, Hypothesis 7, Hypothesis 8, and Hypothesis 9.

H5: Service quality moderates the impact of experiential marketing on satisfaction, implying that the first-order effect is moderated by service quality.
H6: Service quality moderates the impact of satisfaction on loyalty, implying that the second-order effect is moderated by service quality.
H7: Service quality moderates the impact of experiential marketing on loyalty, implying that the indirect effect is moderated by service quality.
H8: Service quality moderates the impact of experiential marketing on loyalty, implying that the direct effect is moderated by service quality.
H9: Service quality moderates the impact of experiential marketing on loyalty, implying that the total effect is moderated by service quality.

In accordance with the aforementioned literature review, the research framework for this investigation is illustrated in Figure 1.

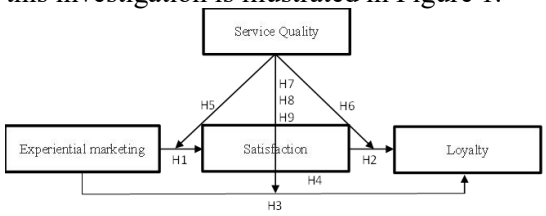

Figure 1. Research Framework

3.2 Operationalization of Variables and Measurement

3.2.1 Experiential marketing

The construct of experiential marketing within this study is operationalized based on the framework articulated by Schmitt (1999) [5], employing the Strategic Experiential Modules (SEMs) he delineated, which encompass five dimensions: sensory, emotional, cognitive,

behavioral, and relational experiences. The questionnaire has been adapted to align with the context of this investigation.

3.2.2 Satisfaction

In this study, satisfaction is conceptualized as the discrepancy between the perceived and expected quality of the overall services or products rendered following a visit to a tourism factory, as well as the level of pleasure or disappointment experienced throughout the engagement and outcome. For the satisfaction scale, given that the experiential aspect is a core value offered by sightseeing factories and the experiential sentiments of consumers are pivotal to this research [17], this study integrates the dual-phase satisfaction model of Oliver [39] and Yi [17] with the comprehensive satisfaction perspectives of Woodside, Frey, and Daly [40] and Johnson and Fornell [41], tailoring them into a satisfaction scale specific to this research endeavor.

3.2.3 Loyalty

Loyalty in this study is delineated as the tourists' post-visit attitudinal inclination towards the sightseeing factory, manifesting in behaviors such as recommending, re-purchasing, or revisiting the factory. The scale development is anchored in the attitudinal and behavioral loyalty constructs proposed by Oliver [22] and Baker and Crompton [24], with content items adjusted to incorporate inquiries on recommendation, re-purchase, and re-visit, culminating in a loyalty scale customized for this research.

3.2.4 Service quality

Service quality in this study is operationalized as the evaluative assessment of the services rendered by the sightseeing factory's comprehensive software and hardware amenities against the visitors' anticipatory and actual experiences. Regarding the measurement construct, considering that tourism factories offer a spectrum of services including environmental experiences, educational offerings, and commercial transactions, this study will draw upon the SERVQUAL scale by Parasuraman et al. [29], and adapt the scales of Cronin and Taylor [38]and Dabholkar et al. [30] for utilization within this research framework.

3.4 Methodological Apparatus

The present investigation, grounded in the research hypotheses and the content of the questionnaire design, will implement narrative analysis, confirmatory factor analysis (CFA), and PROCESS analysis to substantiate the research findings. Data collection will be executed utilizing a 7-point Likert-type scale, and the analytical tools will encompass SPSS version 26.0 and PROCESS version 3.0.

Within the realm of narrative statistical analysis, socio-economic variables including gender, age, educational attainment, income, occupation, frequency of visits, type of tourist (solo, group), and information sources will be subjected to descriptive statistical analysis to elucidate the demographic profile of the participants. In the domain of confirmatory factor analysis, as the scale is predicated on theoretical constructs with presupposed factors and their constituent items, the principal objective of CFA is to ascertain the congruence of the scale. It analyzes the interrelation between factors and variables, thereby ascertaining convergent validity, and it assesses the interrelation among factors, thereby ascertaining discriminant validity. Consequently, CFA is frequently employed as an analytical instrument for evaluating the validity of constructs. The principal objective and utility of PROCESS analysis is to substantiate the veracity of research hypotheses pertaining to mediation and moderation effects. Given that the model in this study constitutes a hybrid model of mediation and moderation, which precludes the application of conventional regression analysis, this methodology is selected to facilitate subsequent assessments based on pertinent outcome indicators, thereby providing benchmarks that align with the research outcomes.

4. Resuls

4.1 Validation Analysis of the Sample

The present investigation was executed across tourism factories in Mature market and emerging market from March to May in 2017, disseminating a total of 1,000 questionnaires, yielding 660 valid responses. Given that the scale is predicated on theoretical constructs with presupposed factors and their constituent items, a confirmatory factor analysis (CFA) is necessitated prior to the analysis of data. This preliminary step serves to ascertain the

congruence of the scale, to analyze the interrelation between factors and variables, thereby substantiating convergent validity, and to assess the interrelation among factors, thereby substantiating discriminant validity. CFA is frequently employed as an analytical instrument for evaluating the validity of constructs.

In the context of composite reliability (CR), Hair articulated that a CR value exceeding 0.7 delineates an acceptable threshold [42,43], whereas Fornell and Larcker proposed a value exceeding 0.6 as adequate [44]. All subscales within this study exhibited a CR value surpassing 0.7, thereby attesting to the composite reliability of each subscale. Concerning the average variance extracted (AVE), Fornell and Larckerrecommend that the benchmark should exceed 0.5 [44]. With the exception of the sensory experience (0.471) and behavioral experience (0.465) dimensions, which fall short of 0.5, all other dimensions adhere to the standard. In the interest of maintaining the scale's integrity, the dimensions of sensory and behavioral experiences have been retained in this study, notwithstanding their AVE values (show as Table 1).

Table 1. Validation of the Measurement Model

Construct		CR	(AVE)
Experiential Marketing	Sensory	0.779	0.471
	Emotional	0.873	0.580
	Cognitive	0.882	0.600
	Behavioral	0.776	0.465
	Relational	0.850	0.586
Satisfaction	Process	0.887	0.723
	Result	0.890	0.729
Loyalty	Behavioral	0.909	0.716
	Attitudinal	0.818	0.601
Service Quality	Physical	0.868	0.569
	Reliability	0.902	0.647
	Employee Interaction	0.911	0.719
	Problem Solving	0.919	0.741
	Store Policy	0.866	0.618

4.2 Analysis of Hypothesis Testing

4.2.1 Mediation analysis

The PROCESS statistical analysis is fundamentally a path analysis framework predicated on the method of ordinary least squares and regression analysis. Its objective is to ascertain the direct and indirect effects within univariate and multivariate mediation models. The coexistence of direct and indirect effects suggests partial mediation; the absence of a direct effect in conjunction with the presence of an indirect effect indicates full mediation; and the presence of a direct effect without any indirect effects implies no mediation effect within the relationship. As delineated in Table 2, the upper limit (LLCI) of the direct effect within this framework is 0.6601, and the lower limit (ULCL) is 0.8599. Given that the confidence interval excludes 0, it is inferred that the direct effect is present within this framework; the upper limit (Boot LLCI) of the indirect effect is 0.0651, and the lower limit (Boot ULCI) is 0.2676. Since these intervals also exclude 0, it is inferred that the indirect effect is present. The presence of both direct and indirect effects signifies partial mediation, thereby substantiating the validity of hypotheses H1, H2, H3, and H4.

Table 2. Direct and Indirect Effects

Effect		SE	t	p	LLCI	ULCI
Total Effect	0.928	0.031	29.706	0.000	0.867	0.989
Direct effect	0.760	0.050	14.941	0.000	0.660	0.860
Indirect effect	0.168	0.051	-	-	0.065	0.268

4.2.2 Moderation verification

The research model in this study assumes a special structure where both mediation and moderation coexist. Therefore, when using the PROCESS statistical software to verify whether moderation (interference) is established, it requires a three-step process for segmented verification. First, it is necessary to verify whether the first-stage moderation effect is established (H5), then verify whether the second-stage moderation effects are established (H6, H8), and finally verify whether the indirect, direct, and total effects are established (H7, H9).

In the first-stage moderation effect test, Table 3 shows that "Experiential Marketing * Service Quality" equals -0.034, with a P-value of 0.048, which is significant. This indicates that the impact of experiential marketing on satisfaction varies depending on the level of service quality. Therefore, the hypothesis H5 (Experiential Marketing * Service Quality → Satisfaction) in this study is supported, and the regression equation for satisfaction is "Satisfaction = -0.737 + 0.698 * Experiential

Marketing + 0.634 * Service Quality - 0.034 * Experiential Marketing * Service Quality".

Table 3: First-Stage Moderation Effect Test

	coeff	se	t	p	LLCI	ULCI
constant	-.737	.435	-1.695	0.091	-1.589	0.117
Experiential Marketing	.698	.091	7.697	0.000	0.5200	0.876
Service Quality	.634	.096	6.580	0.000	0.4450	0.824
Experiential Marketing * Service Quality	-.034	.017	-1.982	0.048	-0.067	-0.000

Table 4: Examination of Second-Tier Moderation Effects

Model	coeff	se	t	p	LLCI	ULCI
constant	0.390	0.546	0.714	0.476	-0.683	1.462
Satisfaction	0.589	0.262	2.250	0.025	0.075	1.10
Experiential Marketing	-0.023	0.296	-0.08	0.938	-0.605	0.559
Satisfaction * Service Quality	-0.099	0.050	-1.97	0.049	-0.197	0.000
Service Quality	0.148	0.125	1.185	0.237	-0.097	0.392
Experiential Marketing * Service Quality	0.128	0.057	2.249	0.025	0.0162	0.240

In the examination of the second-tier moderation effects, Table 4 reveals that the interaction term "Satisfaction * Service Quality" is equal to -0.099, with a P-value of 0.0490, achieving statistical significance. This signifies that the effect of satisfaction on loyalty, after accounting for experiential marketing, is contingent upon the quality of service provided. Hence, the hypothesis H6 (the influence of Satisfaction * Service Quality on Loyalty) is confirmed within this study. Furthermore, the term "Experiential Marketing * Service Quality" is equal to 0.128, with a P-value of 0.025, which is also statistically significant. This indicates that the influence of experiential marketing on loyalty is moderated by the level of service quality. Consequently, the hypothesis H8 (Experiential Marketing * Service Quality → Loyalty) is supported. The regression equation for loyalty is formulated as "Loyalty = 0.390 + 0.589 * Satisfaction - 0.023 * Experiential Marketing - 0.100 * Satisfaction * Service Quality + 0.148 * Service Quality + 0.128 * Experiential Marketing * Service Quality".

Within the model of this study, the direct effect of "experiential marketing on loyalty" is denoted as (C1 + C3*W), where C1 (-0.023) represents the coefficient for experiential marketing within the loyalty regression equation; C3 (0.128) signifies the coefficient for the interaction term of experiential marketing * service quality within the same regression equation; and W denotes the moderating variable, service quality. Consequently, under conditions of low, medium, and high levels of service quality, as indicated in Table 5, it is observed that consumers, during their experiential engagement, exhibit heightened loyalty towards the sightseeing factory when the quality of service is superior.

Service quality at low (4.443) = (-0.023 + 0.128 * service quality) = 0.546

Service quality at medium (5.319) = (-0.02 + 0.128 * service quality) = 0.660

Service quality at high (6.196) = (-0.023 + 0.128 * service quality) = 0.7

Within the framework of this study, the indirect effect of the "experiential marketing on loyalty mediation and moderation model" is articulated as (A1 + A3W) * (B1 + B3W), where A1 denotes the coefficient of experiential marketing within the satisfaction regression equation; A3 signifies the coefficient of the interaction term between experiential marketing and service quality within the satisfaction regression equation; B1 is the coefficient of satisfaction within the loyalty regression equation; B3 represents the coefficient of the interaction term between satisfaction and service quality within the loyalty regression equation; and W is the moderating variable, service quality. Consequently, under conditions of low, medium, and high service quality, as delineated in Table 6, it is observed that during the consumer's experiential process, when the construct of satisfaction is integrated, paradoxically, the better the service, the lower the reported satisfaction. This may imply that over-servicing to appease customers is not advisable; rather, ensuring a comfortable and enjoyable experience for consumers is the sustainable approach to business management.

Service quality at low (4.443) = (0.698 - 0.034

* service quality) * (0.589 - 0.099 * service quality) = 0.082
Service quality at medium (5.319) = (0.698 - 0.034 * service quality) * (0.589 - 0.099 * service quality) = 0.03
Service quality at high (6.196) = (0.698 - 0.034 * service quality) * (0.589 - 0.099 * service quality) = -0.011

Table 5: Direct Effects Table for Composite Sample

Service Quality	Effect	SE	t	p	LLCI	ULCI
4.443	0.546	0.067	8.134	0.000	0.414	0.678
5.319	0.658	0.057	11.643	0.000	0.547	0.769
6.196	0.771	0.083	9.295	0.000	0.608	0.933

Table 6: Indirect Effects Table for the Composite Sample

Mediator	Service Quality	Effect	SE	LLCI	ULCI
Satisfaction	4.443	0.082	0.041	0.001	0.164
Satisfaction	5.319	0.033	0.032	-0.030	0.093
Satisfaction	6.196	-0.011	0.043	-0.101	0.067

4.2.3 Discussion on the verification of hypothesis results

Initially, the model assessment from the composite sample indicates that all hypotheses are validated, underscoring the significance of the model's establishment and its resultant implications. Subsequently, from the vantage point of experiential marketing, satisfaction, and loyalty (mediated effects), the progressive evolution and diversification of tourism factories inevitably steer towards heightened competition. Consequently, retaining patrons, expanding the customer base, and augmenting customer satisfaction are pivotal strategies. Positive satisfaction fosters favorable word-of-mouth; even if consumers are one-time patrons, they will disseminate positive aspects to their acquaintances, thereby gradually consolidating the customer base and elevating brand prominence. In conclusion, examining the role of service quality in the context of experiential marketing, satisfaction, and loyalty (moderated effects), it becomes apparent that service industries, including tourism and hospitality, offer services in diverse manifestations. Enhancements in service quality exert indirect influences on the experiential perception, thereby affecting satisfaction and loyalty. Hence, if tourism factories can deliver a gratifying experience and uphold a commendable level of service, patrons are likely to respond positively and bolster their loyalty.

5. Discussion

Commencing with the definition of sightseeing factories, this study elucidates that they embody a contemporary manufacturing paradigm wherein tourists partake in factory tours, comprehend the production processes, sample products, and engage with associated facilities [9]. Consequently, the construct of "experience" assumes a pivotal role, and an array of scholars have posited that environmental stimuli precipitate emotional responses among consumers [45-47]. This perspective aligns with the findings of this study, demonstrating that consumers universally acknowledge the significance of experiences. The study's outcomes further indicate that positive experiences can markedly augment satisfaction and loyalty. Gu, within the e-commerce domain, also emphasized that enhancing customer experience surpasses system functionality improvements, as the quality of experiential perception influences satisfaction [48]. Selnes, through an investigation across diverse industries, discerned variations in consumer satisfaction and loyalty outcomes [49], implying that the nexus between satisfaction and loyalty may be subject to variations based on distinct targets, business models, service methodologies, and other factors. Gautier likewise identified that experiential marketing elevates customer satisfaction by leveraging the sensations that products can provide [50]. Hence, by offering unique experiences to consumers via sensory engagement, cognitive communication, and interactive activities, enduring customer relationships can be forged [51]. In the context of satisfaction and loyalty, Anderson and Sullivan determined that customer satisfaction positively influences re-purchase behavior [52]. Fornell also highlighted that satisfaction serves as a crucial metric for loyalty, with manufacturers reaping benefits from customer satisfaction through reduced marketing

expenditures facilitated by word-of-mouth [21]. Additionally, this study substantiates that satisfaction mediates the relationship between experiential marketing and loyalty, corroborating previous research as Calik and Balta noted that satisfaction post-experience bolsters loyalty [32]. Furthermore, service quality has been identified as a paramount differentiator in competitive industries [34]. From the perspective of service recipients, an improvement in service quality is positively correlated with increased customer satisfaction, which subsequently promotes further consumption.

6. Conclusions

6.1 Tables Scholarly Significance and Practical Contributions

Primarily, academically, a multitude of scholars have previously dissected the causal linkages among service quality, experiential marketing, satisfaction, and loyalty. However, there has been a dearth of research examining 'service quality' as a moderating variable to deeply probe its influence. Moreover, in the construction of the model, to thoroughly investigate the repercussions of service quality, this study employs a 'mediation-moderation hybrid model,' which presupposes the establishment of mediation and the varying degrees of influence based on the high or low levels of service quality.

In terms of practical contributions, the execution of service must be calibrated appropriately, and it is imperative that customers experience affirmative emotional responses throughout the service encounter. Failure to do so could lead to 'over-service,' which could adversely affect sightseeing factories, enterprises, or brands. This revelation aligns with the two-dimensional quality model introduced by Kano et al. in 1984, elucidating the presence of over-service and suggesting that indiscriminately enhancing service quality may not necessarily captivate consumers' allegiance.

6.2 Limitations and Recommendations

Initially, given the fledgling status of sightseeing factories in emerging market, the scope of this study is confined to consumers within Fujian Province, which may not encapsulate the broader Chinese consumer base. It is advised that once sightseeing factories in emerging market reach a state of maturity, data from several provinces should be collated and analyzed to enhance the objectivity of the findings. Subsequently, as the PROCESS analytical tool is limited in its ability to explore only the overarching concepts within 'mediation-moderation hybrid models' and does not permit an in-depth examination of the impact of service quality's sub-dimensions, it is recommended that structural equation modeling be utilized to uncover more profound influence dynamics within each dimension.

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