Customer Experience, Satisfaction And Delight:A Study Of Khunjrab National Park, Gilgit.

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CERTIFICATE

This is to certify that this thesis entitled: **"Customer experience, satisfaction and delight: A study of Khunjrab National Park, Gilgit"** submitted by Mr. Shakeel Ahmed is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree of **Master of Science in Management Sciences**.

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Dedication

I dedicate the entire work of me is to my beloved family, especially my mother (late), my thesis leader and friends. With their kind support, I am now able to accomplish my academic goal.

Acknowledgement

DECLARATION

I, Shakeel Ahmed , M.Phil scholar, Management Sciences, hereby declare that the matter printed in this study is my own work and has not printed, published and/or submitted as research work, dissertation or publication in any form in any university in Pakistan or abroad.

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Contents

Abstract

In marketing the notion that winning customer loyalty, satisfaction and delight are crucial for any business. Responding to the need of studies covering the interplay between customer experience and emotions within the particular facets of the hospitality industry. This research is a suggested model to examine encounter and its impact on their glee, fulfillment and loyalty in Khunjrab National Park. Based on systematic random sampling, a sample of 250 visitors at Khunjrab national park was selected. Data was subjected to SPSS Model 20 M. To test the hypothesis from H1 to H 9 through regression analysis, data revealed that all hypotheses were accepted, result shows that physical environment, interaction with staff and with other customers has a significant impact on customer delight, satisfaction and loyalty.

In a nutshell it is proposed that the management shall pay attention to maintain better physical environment, take care of their human resources and manage customers' expectations in order to ensure that customers get utmost satisfaction.

CHAPTER 1: INTRODUCTION

1.1 **Background.**

In the course of the most recent couple of decades, worldwide the tourism   industry has risen as the most powerful, quickly developing, progressively differentiated, and very fascinating tourism industry represented ten percent of worldwide GDP and 7% of worldwide fare; and thirdly, imperative industry after fills and synthetic substances, and lastly international market gained 4.4% receipts from tourism industry in 2015,(UNWTO, 2016).Regardless of contrasts in explorers' security foundation and institutional courses of action, the tourism industry has shown very comprehensive development, profiting both created and rising economies from visitor entries and receipts (UNWTO, 2016). "In 2015 there were 1186 million worldwide tourist entries all inclusive, an expansion of 52 million (4.6%) throughout the year 2014.Together, United States of America, China, Spain and France are not only high in tourists but receipts. This industry can possibly proceed with this trend in any event till 2030 (UNWTO 2017). According to Dritsakis, (2012) tourism industry makes a note-worthy commitment for both economic and social development of those areas, which are on a face of development, for instance, work age, remote trade inflows and foundation improvement.UNWTO (2016) documented that developing countries like Pakistan, India, Srilanka, Maldives, Nepal, Bhutan and Bangladesh, they all have been trying to enhance tourism sector in order to have enough receipts from each other.

 (CPEC) China-Pakistan Economic Corridor has created has created fascinating benefits for the tourism industry of Pakistan, and it has a lot of many opportunities, but in three distinct ways, this ventures could serve this sector differently. Firstly, the CPEC is probably going to expand the condition of security in the province and will an indirect advantage the tourism industry

segment by expanding the certainty of the worldwide vacationer network to visit Pakistan and experience its rich culture and beautiful magnificence (Jamal, 2017).

Also, it (CPEC) will give Pakistan a way to Chinese outbound visitor market because of the expansion if monitory, infrastructure and social network. As per the Brand USA ,(2014)report, "the rising center and privileged in China is profoundly extrinsic and willing to spend around one-fifth of their yearly salary on abroad visits". On the off chance that the Pakistani tourism industry sets itself up to the taste and inclinations of Chinese tourists, it is absolutely going to get its due offer from the universes' biggest and quickly developing outbound the tourism industry market in its neighborhood   (Brand USA , 2014).

Ahmad (2016) says that one of the most important open door is the Chinees premium and proactive interest in the tourism sector of Pakistan, and with some serious attention to this venture will definitely pays off to not only socio-economic development of Pakistan but local needy section of that particular area as well.

Some of the bewitching and fascinating areas of Pakistan must be take serious to attract both local and international people to enjoy, explore and revisit again and again, and   Khunjerab National Park, lies in the North region of Pakistan is one of them, and is the third largest park in Pakistan, which adjoins Taxkorgan Reserve of China Ahmed(2016). Proper work on this park had started back in 1975, by the Prime Minister of Pakistan, Zulfiqar Ali Bhuttu from a request of one of the dominant natural scientists Dr. Goerge Schaller; half of Khunjarab Park is 4000 meters from sea level, and this park is a gateway to China through Karakuram,(Ahmed, 2016).

The region's lifeline is the Karakoram Highway (KKH), a 1,300 km artery which starts in Islamabad and closures at the Khunjerab Pass (4,750 m) where it crosses into China. The

Khunjerab level is an old brushing ground for Wakhi villagers and in the Wakhi dialect Khunjerab signifies "Valley of Blood". Tourists who travel by bus across the plateau during summer can barely envision the hardships of living there, nor are they prone to see the rusty.

Billboard which educates passers-by that they are entering the Khunjerab National Park. Khunjerab National Park is a high altitude National park in the district of Gilgit Baltistan of Pakistan. It is considered as one of the couple of most elevated height stops on the planet. It is home to many endangered and threatened animal species like the Snow leopard, Marco Polo sheep, and Himalayan Ibex. It is found only a couple of kilometers from the border town of Sost in Pakistan and goes under a dead zone between China and Pakistan.

The recreation center is named after the Khunjerab pass which is the most elevated mottled road border post on the planet situated at 16000 feet above ocean level The Khunjerab National park exists in the Karakoram-West Tibetan Plateau alpine steppe Eco region and is one of the most important alpine biodiversity regions within Pakistan. Sosts today is a busy trading hub, due to its position as the first Pakistani town after China.

Life is about understanding – individual or social, recreation or business. Consider the manner in which you live, love, work and play, from day by day schedules to basic life and passing issues; like it or not, you need to stroll through (understanding) them all, step by step, piece by piece.

Pine and Gilmore(1998)Study is considered as one of the pioneer work on customer experience; their work states that the more any company is good enough on customer experience, the sooner they can attain and gain competitive advantage through loyal and satisfied customers in tourism industry.

Together, practioners and academician are now working on this venue in order to have job done adequately (Johnston and Kong 2001). Customer experience is further categorized into three types, first interaction with other customers', physical environment, interaction with staffs, and the study was based upon an exploratory study of (Walls, Okumus, Wang and Kwun 2011). Across areas, cultures and sectors, business oriented leaders are always ready to consume resources in order to gain and retain competitive advantage; and the value addition is not only associated to what they offers, but how and what the services and products strategy as well; and the one things that differentiates between companies is, efficient and effective (differentiate) way of providing services and products to customers(Duncan, Neher and Tucker 2017);Fang,Chiu and Wang .2011).

Asian countries, like Malaysia, Pakistan, China and so on, are now considered as the most competitive markets with regards to tourism segment, and for attaining and retaining their image around national and globally they all must work on customer experience Conventionally and customer loyalty is the consequences of customer satisfaction (Sin, TseandYim2005) and (Slatten, 2011).The more an organization offers good services and products to customers, and the more loyalty organization could have. Scholars have explored the hidden venues to motivate the travelers around the globe toward their own products and services in tourism and hospital sector, and the dominant factor is, emotions of a customer, that attracts customers (Kao 2008).And these position emotion forces an individual to pay visit again and again, because of the positive continuous interactions with the physical and social environment of the parks,(Bigne, Andreuand Gnoth , 2005) .Ali, Kim , Li, and Jeon (2018); In a continuation of this arguments, says that customer experiences is the most effective tool to enhance the satisfaction and loyalty level of customers, especially in tourism industries. Clark (2001)Customers always stores their

experiences in memories to build a relation of loyalty with that place where he/she went through, and if they had a beautiful time in past, for sure they will come again and suggest that place to people in his/her circle

Scholastics and specialists alike concur that consumer loyalty satisfaction and delight integral part of doing a business almost no business can be survival without setting or establishing a satisfied customer base (Gremlera and Brown,1996) and (Oppermann,2000). While various research reports in hospitality and tourism journals have analyzed have examined usefulness and applications of loyalty, research on destination loyalty and its satisfaction to other constructs are missing yet (Atila, Yuksel and Bilim2009).

Malone, McCabe, and Smith. (2014)National parks, by their extremely nature, are imperative spots for the security of biological frameworks and Natural assets and additionally for the arrangement of recreational and the travel industry open doors for the public.

Moreover, national parks are viewed as repositories of outstanding natural scenery, as well as cultural and/or historic resources. Both are well known and noteworthy as locales of the travel industry improvement , (Zhong, Xiufeng, Xu,Mao,Wei, and Min2008).

This thought suggest the job that economic development plays in the national parks. As supported by Ryan., Scotland and Montgomery(1998) National parks serve as important nodes financial development. In this sense, outside and inside forces that formed the travel industry improvement in the national parks must be examined so as to hold the competitiveness and sustainability of the national parks. In addition, Ritchie and Crouch (2003) noticed that the competitiveness of a destination is its ability to increase tourists' expenditure and to attract increasing numbers of visitors to the destination while providing them with quality services and

satisfying experiences. It is thus important to explore tourist satisfaction with the destination as well as the service quality, which are associated with tourist behavioral intentions.

Brady, Farrell, Wong, and Mendel son(2001); As indicated by the precious literature, the essential and sub-measurements of physical condition have been distinguished for an assortment of ventures, for example, the health services, retailing, the travel industry, media transmission, innovation, transport and recreational games segments utilizing a various leveled display as a structure (Jones and Haven 2005), (WU and KO 2013) ,(Fassnachtand Koese, 2006) , (Dagger , et al. 2007), (Kao 2007) and(Caro and Garcia 2007,2008).

Therefore, this research focus on tourist visiting Khunjrab National Park, assesses measurements and sub measurements of client pleasure and consumer loyalty with the properties of administration quality and their readiness of repeat visits and proposal (Brady,et al. 2001).

1.2 Definition of Variables

Customer experience "A comprehensive and instinctive response outcome from customer association with the facilitation of service that may be included consumer cognition and effect" i.e., Physical condition, association with staff and collaboration with other customer (Erkut,Nosenzo, & Sefton 2015).

1.2.1 Physical Environment

 Physical condition as "the tangible attributes of intangible service or the service encounter" (Parasuraman,1988).The physical environment incorporates land, air, and water plants and creatures, structures and other framework, and all other characteristic resources that provided over essential needs and open doors for social and practical advancement Ministry of social improvement (New Zealand,2007).

1.2.2 Interaction with Staff

"The interaction is the employee-customer interface is called interaction with staffs, (Hartline and Ferrell 1996).

1.2.3 Interaction with Other customer

"The behavior of other customers' influences the consumer is called interaction with other customers."(Grove and Fisk 1997).

1.2.4 Customer Loyalty

Kotler expressed incredible customer service prompts customer loyalty. As indicated by Isoraite (2016) Customer loyalty is a voluntary client solution for a long time to make relationships with the company. Loyalty is the user's desire for a long time to continue their relationship with a particular company, because loyal customers are those who purchase goods/services of the company from time to time. Loyalty can be treated as a client want, desire to be an ordinary customer for a long time, purchasing and utilizing the products of the picked organizations by prescribing them to companions and associates. Reliability can be viewed as a multi-measurement, covering social and positional segments, where positional perspective mirrors clients' way to deal with business, while the behavioral dimension reveals a frequent and regular shopping, purchase quantity, size, range, availability.

1.2.5 Customer Delight

Customer Delight is astounding a client by surpassing his or her desires and in this way making appositive enthusiastic response (Curtin, 2013). This enthusiastic response prompts word of mouth. Customer delight directly affects sales and profitability of a company as it helps to distinguish the company and its products and services from the competition (Finn, 2005). In the

past consumer loyalty and Satisfaction have been seen as a important performance indicator. Consumer satisfaction estimates the degree to which the desires for a client are met (contrasted with desires being surpassed).

1.2.6 Customer Satisfaction

According to Philip Kotler consumer Satisfaction as an 'individual's sentiment of pleasure or disappointment which come from comparing a product's perceived performance or result against his/her desires A decisional approach where any item features in which product or service itself gives a pleasurable dimension of utilization concern with satisfaction including the dimension of over or under satisfaction (Giese and Cote 2002).

1.3 Research Gap

After critical review of an extensive literature and to integrate the findings and theoretical work, we are able to draw the following conclusions. A very few researches has been addressed to analyze the customer satisfaction, Loyalty and delight with their destination. From detailed literature review, we have observed that now a huge number of industries i.e. hoteling & tourism have initiated events based on customer delight, Loyalty and satisfaction.

While numerous research documents in hospitality and tourism journals have examined usefulness and applications of customer delight, satisfaction and Loyalty, studies on destination delight and its satisfaction to other constructs are still lackings (Back and Parks 2003),(Lee, et al 2007),(Oppermann, 2000).

Previous findings recommended that the importance of understanding customer amazement, joy and loyalty in relation to various detention consumer encounter remains gap in existing

literature (Ali et al.,2018), (Curtin 2013), (Klaus and Maklan 2012) and (Kim and Wong ,2016).

1.4 Significance of the study

Earlier studies reveal that domestic and international tourists have different demands when it comes in Pakistan. This study seeks to investigate whether these differences (Customer Experience, Satisfaction, loyalty and Delight) are considered in current tourism market of Gilgit Baltistan, and if so, in what way. The study proposes to identify how Khujnrab National Park can be presented in tourism marketing towards international and domestic tourists, and to detect potential differences as well as reasons for these differences. The study conducted using content analysis, where customer experience, satisfaction and delight full as visiting natural based environment of Khunjarab National Park with support of government institutions. Results of this study is contribution in the existing marketing literature. This study also help the decision makers to enhance customer experience, satisfaction and delightfulness which are the some of the core concerns of customers.

1.5 Research Question

The fowling is the only research question of this study.

To what extent physical environment, interaction with staff and interaction with other customer impact on consumer satisfaction, loyalty and delight?

1.6 Research Objectives

Following are the research objective of the study.

- To identify whether the Physical environment in Khunjrab National Park has a significant impact on customer delight ,Loyalty and customer satisfaction.

- To determine the Interaction with other customers in the Khunjarb national Park has a significant impact on customer delight ,Loyalty and customer satisfaction.

- To check the perceived interaction with staff in the Khunjarb National Park has a significant impact on customer delight ,Loyalty and customer satisfaction.

CHAPTER 2: LITERATURE REVIEW

Customer experience is one of dominant issue in tourism marketing with having the strong impact on customer satisfaction, delight and loyalty. Customer experience for this study refers to the combination of three elements which is physical environment , interaction staff and the last one is interaction with other customer (Ali et, al.2018).

Customer experiences are the most effective tool to enhance the satisfaction and loyalty level of customers, especially in tourism industries. Customers always stores their experiences in memories to build a relation of loyalty with that place where he/she went through, and if they had a sbeautiful time in past, for sure they will come again and suggest that place to people in his/her circle (Clark , 2001) .Together, practioners and academician are now working on this venue in order to have job done adequately (Johnston & Kong 2001). Customer experience is further categorized into three types, first interaction with other customers', physical environment, interaction with staffs, and the study was based upon an exploratory study of (Walls, Okumus, Wang &Kwun 2011).

Chapter 2 decompose in four sections. Section one reviews the theoretical literature and definitions of the variables where as section two elaborates the research framework Based on the theories and quantitative studies that have been conducted with regards to the customer experience effects on   customer delight, customer satisfaction and loyalty. Section three is related to the hypothesis development and section four is consist of summary of literature review.

2.1 Customer Experience

Experience frequently use for item or services offering in services settings that include decadent utilization, for instance in journey, hotel, restaurants and expressions of the human experience. Holbrook and Hirschman, (1982) consumer experience, then, has picked up a lot of consideration. Pine and Gilmore (1999); introduce the concept of experience economy while other scholars have conceptualization of the experience customer experience presented as a psychological construct, there is growing accord that the idea requires an all around acknowledged definition that incorporates alternate points of view (Klaus and Maklan (012). Experience of the customer is the inward and emotional reaction costumer have to any indirect immediate link with an organization; however, direct interaction happens when there is no middle medium is used to purchase, and on the other hand, if different strategies are applied by both end-users and sellers' indirect interaction to each other, like word of mouth, marketing campaigns of a brand, recommendations of other customers and so on. Schwager and Meyer (2007); Dong and Siu (2012) Said that national parks are mostly based on service offerings to both local and international explorers; and in a continuation of this idea, experience of customers pays off in order to make them loyal, satisfied, delight. This study has revealed one of the prime objectives of national parks that the more we provide a quality of services to customers the sooner we can gain and sustain competitive advantage; and also enhance the socio-economic prosperity of suburbs of those particular national parks. Authors have suggested models for these kind of national parks, like theater model by Grove,et al.(1998); Bitner (1992) and Czaja, et al (2009); framed all the names associated with services industries and declares that Kunjarab National Park is the best example of these model and concepts, that offers services in diversity presented the term, 'services cape to denote the physical condition where a services process

happens; where actors(i.e. staff) are the general population who convey services to the audience (customers)in a setting (physical condition) .The interaction among the actors, audience, and setting shape the overall experience of consumer.

Walls,Wang&Kwunl(2011)Additionally examined these three constituents of consumer involvement in their exploratory synthesis on consumer encounters in lavish lodgings/hotels.This research additionally considers consumer encounter as a multi-dimensional and differing build, created by different components including: (I) the physical condition, (ii) connections with staff, (iii) associations with different consumer inside the natural park.

2.1.1. Physical Environment

Services provider in the business of tourism and hospitality has relied upon the physical condition and environment to make an extraordinary consumer encounter Zeithaml,Berry and Parasuraman (1988);Mossberg (2007) .The various scholar has depicted the Physical condition in an unexpected way, portrayed it as something that determines and shapes the intangible attribution into a tangible form, which furthers improves services provide by the provider in order to make customers more delight, satisfied and loyal. According to Bitner (1992) service can be further classified into three categories, like physical environment (space, capacity, atmosphere of that particular area and lastly ancient cites) and lastly interaction of customers and staffs, which always gives positive impressions on customers perceptions to be more loyal and satisfied.

Bitner (1992) documented that climate is one of the dominant reasons for both customer and service provider, which includes temperature, smell, space, sound, lighting, and appearance of national parks to make customers and staffs more delightful. Prior studies are point out with one

main conclusion i.e. the more any park is good at physical environment the more customer flow will be into that particular place, and it left with a strongly positive impressions on customers, and this can be one of the prime reasons to make customer delightful, loyal and satisfied (Bitner, 1992), (Li, Pan, Law and Huang (2017),(Wakefield and Blodgett,1996) and (Zenithal, et al.2006).

This research concentrate on the surrounding components of physicalsittings have the three measurements since they gave off an impression of being increasingly pertinent in the hospitality setting.Jani and Han(2013) in evoking feelings, forming consumer loyalty and potentially delight the consumer.

2.1.2. Interaction with Staff

Parks are the model of tourism services generally consume when both consumer and services provider are available in the service condition, make the connection with a conceivable competitor in effecting a consumer services environment. Numerous researchers have talked about the significance of consumer contact with employees amid a service experience.

According to Hartline and Ferrell (1996) says that the term interaction is name of the interface of customer-employee; and Zenithal, Bolton, Deighton , Keiningham, Lemon & Petersen (2006).Carbone and Haeckel(1994) Considered it as the "decision time" provided that under a basis of this interaction, says that it's a kind of humanistic approach provided that the way we deal worth other people will surely defines and decide whether to continue or not, if interaction is satisfied then together customer and staffs will definitely go place, and later on this positive interaction furthers level of loyalty, satisfaction and delightful of customers. Specifically, Yuan

and Wu, (2008) expressed humanists portrays how the services staff makes the customers feel, thinking about the importance of interaction with staff.

Gruner and Homburg,(2000);Ryu,Lee&Gon(2012);Walls (2011) suggested that positive interaction is the best way to communicate adequately reason being is, social creatures appreciates and feels good the positive behavior and if this strategy will implement for business purpose, especially in service industry (employee-staff interaction) then definitely, together staff and customer will go place. Walls (2011) focused on this strategy to run service business properly, and the main objective behind this concept must be to earn and sustain competitive advantage.

2.1.3 Interaction With other customer

The Parks are the model of service experience used in a social event setting, where the behavior of anther consumer impacts the customer. According to Zeithaml, et al.(2006) on the grounds that the consumer has and maximum level of interaction, with one another. Kao, Patterson, Scott & Li (2008); says that the possibly influence of consumers fulfillment/satisfaction, enjoyment/delight and delight. Prior researchers also highlighted the importance of customer-customer interactions to maximize level of satisfactions, especially in parks, where they can share information, joys and experiences to each other.

Brady and Cronin (2001), Rust and Oliver (1994), Lovelock and Yip ,(1996) Says that the set of good people will for sure make surroundings more fascinating, and their positive interactions, positive attitude makes the day.

Under the psychological point of view, scholar accept the consumer subjectively evaluates the behavior and appearance of alternate consumer in respect to personal behavior .According to Jani and Han (2013) this attitude endorse one of the famous theories "social correlation theory", which describes the positive association among social animals to have positive consequences and left with a some strong pleasant image to further the level of loyalty, satisfaction and delightful customer. Elective course scientists have taken that can be grouped under the cognitive approach is to expect that consumer thinks about the behavior of others in that setting to the behavior of the perfect customer (Huang and Hsu 2010).

Tombs and McColl-Kennedy ,(2013) feelings shown by alternate consumer in service providing environment naturally evokes alike feeling in that particular consumer. Similarly,Jani and Han (2013) argument on the acceptance and reliability of the main approach, like cognitive is always pays off in order to evaluate the personality traits of customers each other, and findings suggested that, services provider, especially in National Parks positive attitude of customers to each other always pays off to have job done adequately**.**

2.2 Customer Satisfaction

As indicated by Torres and Kline (2012) consumer satisfaction characterized in the following way: "the person's perception of the performance of the products o rservices in connection to his or her desires". In light of the consumer needs and wants, this can be an exceedingly individualized process. Satisfying consumer is a core objective of each business, because of its potential effect on continues purchasing behavior and benefits Kim and Wong,(2016).The definition and conceptualization of customer fulfillment vary all through marketing literature . Oliver (1997) portrayed consumer Satisfaction as 'a judgment that a thing, or services highlights,

or the thing or services itself, gives a pleasurable element of utilization related fulfillment, including measurements of under or over Satisfaction.

Hoyer (1984)Depicted Satisfaction as 'a post-choice evaluative judgment concerning an unequivocal buy choice. Different investigates, for instance, Oliver(1997), Westbrook and Oliver (1991), and Wirtz and Bateson (1999) have recommended that Satisfaction is a halfway psychological and somewhat powerful appraisal of a consumer's contribution in services settings. Westbrook and Oliver's (1991) definition that Satisfaction is a post-choice evaluative judgment, concerning an express trade, and it is indispensable to understanding customer's utilization encounter .These experiences evoke resource of passionate reactions, known as utilization feelings, for example, charm/un-loveliness, relaxation /activity, and smoothness/energy Wong (2004).A different examinations related to consumer satisfaction in the services industries have tested the use of Satisfaction as either a passionate construct or a psychological by Martin , Barroso & Rosa, (2012).Many analysts have deal with that both emotions and perception are sections of Satisfaction and should properly be seen as specific in the showing of client behavior in services settings (Wong, (2004), (Ali et al., 2015), (Kollman ,2000) (Ali et al.,2016) (Kollman,2000) . Diverse researches,including Ali et al. (2015) and Olorunniwo and Hsu and Udo (2006), have broke down fulfillment with four things taken from satisfaction measure Westbrook and Oliver's (1991). This is connected with the conceptualization of consumer satisfaction accept in the present research.

2.3 Customer delight

The idea of delight has as of late picked up considering among analysts and professionals. In any case, there is constrained research on an idea and the restricted writing has irregularities in characterizing it. An ongoing report by Kim and Mattila, (2013) presents two conceptualizations

of enjoyment: please as amazement and euphoria, and joy as extreme of satisfaction. Pleasure as surprise and happiness views charm as for the most part an enthusiastic response.As earlier time as 1980, through his "psycho formative speculation of feeling" indicate, Plutchik (1980, 2002) suggested that Delight is a capacities and a mix of two sentiments: awe and joy.Different examiners recognize delight as a high-fervor positive (euphoria) feeling, Scholars, for instance, (Finn ,2005) and(Torres and Kline,2006) look at joy as a feeling that is a mix of extreme level of satisfaction rapture and energy. Delight alludes to how much an individual feels good, cheery or chipper in a situation, however excitement alludes to how much an individual feels vivified and dynamic (Bigne, Andreu &Gnoth, 2005).

According to Oliver's (1980) hope disconfirmation studies, consumer are delightful in the event that they are wonderfully amazed because of a disconfirmation coming about because of an encounter (Finn, 2005),(Kim et al.,2013),(Torres&Klin,2006). In addition researcher have moreover communicated that the part of surprise isn't fundamental for consumer please it can happen basically in view of satisfaction (Barnes, Beauchamp, and Webster, 2010)(Kim et al., 2015). The concept of joy as uncommon satisfaction Vanhamme,(2008) starts from the possibility of fulfillment,a subjective articulation that gets from the psychological and passionate points of view inhering in use process (Price ,Arnould&Deibler,1995), (Oliver, 1997).

Agreeing Vanhamme, (2008) to this view, surprise is certainly not an essential component of enjoyment , anyway is just a single possible antecedent among others Vanhamme,(2008) Some specialists proposed another conceptualization of client delight , an extraordinary dimension of satisfaction (Berman, 2005),(Kumar &Iyer, 2001). Agreeing to this view, surprise isn't basic component of pleasure , yet it is just a single possible antecedent among others (Vanhamm ,2008).

A couple of analysts have assessed delight using sizes of feelings (Finn, 2005; Loureiro, 2010) others, for instance, Oliver (1997) and Kumar, Olshavsky, and King (2001), have used a solitary item, 'feel' delight , which certain researcher have later investigated as it doesn't check the complexity of consumer delight.Finn (2005) improved the estimation scale for enjoyment by proposing three items. Three things: delighted , joyous and elated. Loureiro (2010) used two things, bliss and enjoyment. Kim et al, (2015) In ongoing researches on hospitality industry, likewise embraced three items suggested by (Finn, 2005) and declared a high condition of authenticity for estimation three things. This investigation anyway gets that comparable estimation scale and consolidates three things to justified customer delight.

2.4 Customer Loyalty

Acceding to Ali, Kim, Li, & Jeon, (2018) Customer loyalty is an essential part of the past studies related to service marketing and it has been examined across various business. There is a general phenomenon that once develops customer loyalty a person believes he or she is obtain the best possible service from service providers Ryu et al.(2012). Devoted consumer leads many advantages; for example, take up higher part of a consumer financial plan, expanded redundancy of visits with positive word of mouth (Russell-Bennett, McColl-Kennedy&Coote, 2007).Every service should in this way try to make displaying strategies to achieve a complete objective of keeping up customer dedication.Different studies have brought about numerous conceptualizations and meanings of consumer loyalty Furthermore, Jones and Sasser (1995) portrayed purchaser loyalty as 'the feeling of association with or love for an organization kin, item or services.

Consumer loyalty basically lines manages responsibility, aims and objectives of the client to continue to repurchase and devour favored services after some time (Han and Ryu, 2009). Oliver

(1997) delineated four unique of periods of consumer devotion which are comprising subjective, full of feeling, connotative and activity dependability of devotion. Some unique specialists have furthermore confines these four periods of customer faithfulness into two estimations i.e. attitudinal and conduct dedication (Han and Ryu, 2009). While the conduct estimation considers unsurprising repetitive help or repurchase repeat. The attitudinal estimation considers a psychological (fundamental initiative or evaluative) obligation toward the administrations association (Han,Kwortnik &Wang ,2008).Evanschitzky and Wunderlich (2006) starting late scientists also analyzed and find a strong association between's these estimations, coordinated an examination on the predecessors of brand loyalty by (Russell-Bennett et al.2007). Their discoveries uncovered a positive association among attitudinal and social loyalty: growing attitudinal devotion may result in extended conduct reliability. Various other the travel andhospitality specialists have exhibited that the attitudinal measurement for evaluating consumer loyalty ought to be progressively connected with (Ryu *et al*.2012),(Cheng ,2013),(Naderian and Baharun .2013) .(Liat and Rashid ,2011) and (Schall, 2003).

Liu,Schroeder,Pennington and Farajat, (2016) Besides their hypothesis is that repurchase repeat can't be an acceptable pointer of client unwaveringness since client loyalty in the services part incorporates attitudinal and energetic commitments to the services suppliers/brands (Schall, 2003).

2.5 Model Specification
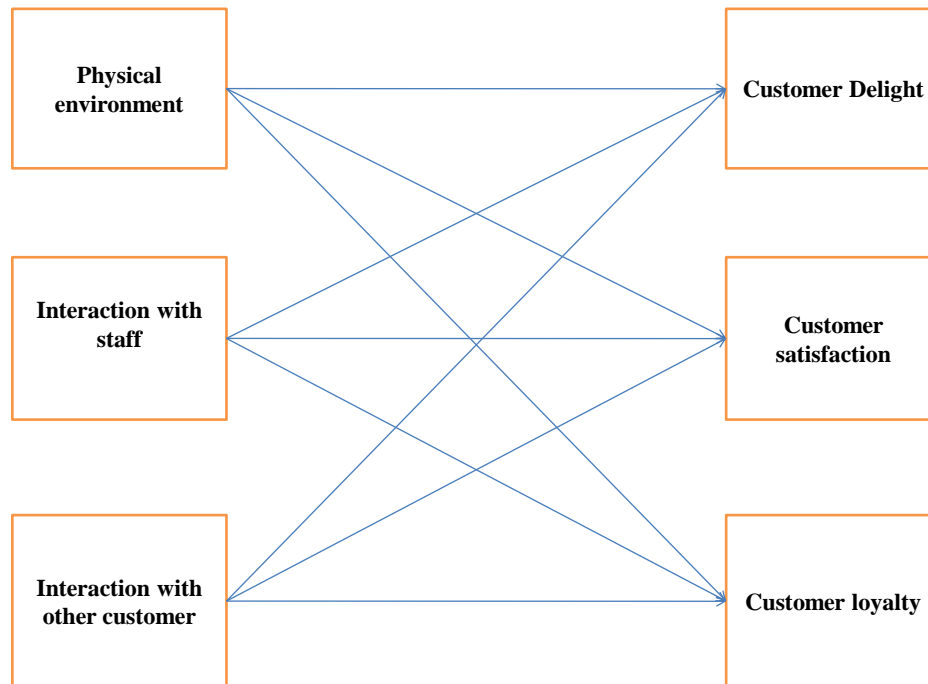
Figure 1. Research Framework

Based on the theories of the expectancy disconfirmation Olivers (1980), Plutchiks (1980) psycho evolutionary theory of emotion were joy, acceptance, fear, surprise, sadness, disgust, anger, and anticipation and social and experimental psychology studies, carried out by(Hoppe ,1930) and (Lewin ,1936) in the first half of the 20th Century and quantitative studies that have been conducted with regards to the customer experience effects on customer delight, customer satisfaction and loyalty. Customer experience includes physical environment, interaction with staff and interaction with other customer, the research framework can be formed as seen in figure 1.In this figure there are correlation among variables . Customer delight, customer satisfaction and customer loyalty are dependent variables where as physical environment, interaction with staff and interaction with other customer are independent variables.

The above given framework explains the association between dependent and independent variables .Inference of the above figure how physical environment impact on customer delight and customer satisfaction and consumer loyalty and here we analyze the impact of interaction with staff on Customer delight and customer satisfaction and customer loyalty however the last but not least the independent variable interaction with other customer have impact on customer delight , consumer satisfaction and client loyalty Physical environment, interaction with staff and interaction with other customers aretaken as independent variable provided that it has a strong positive influence of dependent variables, i.e. Customer satisfaction, customer loyalty and customer delight

2.6 Impact of physical setting on Delight, Loyalty and customer Satisfaction

In spite of the way that past research has focused on the criticalness of various investigations have indicated perception partner that physical circumstances can bring out positive or negative sentiments (delight),loyalty and Satisfaction from Consumer (Bitner,1992),(Ladhari,2009),and (Pareigis, Edvardsson, & Enquist, 2011). A physical environment contains an assortment of segments, including plan and enveloping components, for instance, air, smell, lighting up, offices and format Baker, Grewal, and Parasuraman, (1994) ; Han and Ryu, 2009; Lin and Liang, 2011).

These components are interrelated, and they participate (Mehrabian and Russell, 1974) to completely affect return to, charm and wonderful conduct (Ariffin&Yahaya,2013; Bitner, 1992). Past research in the hotel industries have found that physical environment emotionally and earnestly impacts visitors (Kim, Kim, and Lennon, 2009; Burns and Neisner, 2006).

Since national parks give indulgent services, the physical setting happens to more huge significance in shaping visitors' assessments (Dong and Siu, 2012).This is on the grounds that

visitors have generous introduction and remain a more extended time in the physical environment. Suppose the environment of national parks (Zeithaml et al., 2006), where the item is experiential, this research emphasizing at the surrounding components of the physical conditions and furthermore delight, loyalty and satisfaction from consumer.

Despite the way that past research has concentrated on the criticalness of the physical condition , there is a necessity for progressively comprehensive research on the effect of the physical condition particularly its effect on customer' charm, which has been less research concerning national parks. This research suggests that visitor's impression of the encompassing components of physical sittings in a national park is a bigindicator of their delight,loyalty and fulfillment. Following hypothesis is hence proposed.

H1: The physical conditions/environment in Khunjrab Park has a significant effect on customer loyalty.

H2: Physical environment in Khunjrab Park has a significant effect on customer delight.

H3: The physical environment in Khunjrab Park has a significant effect on customer satisfaction.

2.7 Impact of Interaction with other Customers on Delight, Customer Satisfaction and Customer Loyalty

In numerous services settings, some customer gets their services while other consumers are likewise being served. Within the sight of various consumers in the services environment can impact the possibility of the services results or process and along visitors understanding (Grove, Fisk,,and Dorsch, 1998);(Grove and Fisk 1997).

In this manner, inside the setting of national parks, consumer must grant the physical setting with another visitors during utilization.Wirtz and Bateson (1999), Parker and Ward (2000) ,Huang and Hsu (2010) Recommended that interaction with another customer is one of the vital impacts on sentiments and frame of mind condition of visitors , in like manner elucidated that visitors interaction with each other can impact their fulfillment and overhaul their general comprehension.

Verhoef,et al. (2009) set that social condition (e.g. proximity and direct of another consumer) is one of the essential determinants of purchaser devotion in the midst of the services encounter, attempted and asserted the basic impact of customers' relationship with each other on sentiments, including joy and fulfillment. Concerning the travel industry, Cetin and Dincer, (2014) prescribed an enormous impact of relationship with other visitors on fulfillment of a consumer. In a national park, guests must stay for a great deal of time with in the service sittings to experience different activities . Their stay in the national park furthermore incorporates relationship with various customers amid hold up times.

Services sittings canplay a vital role as a socialize and help to make a good relationshipamong visitors. In this way, customers can impact each other's sentiments and conduct by suggestion by being a part of nature or even more explicitly through unequivocal social experience (Grove, et al , 1998); (Zenithal et al, 2006). Despite the fact that past research has focused the significance of consumer to- consumer connection in creating feelings, Satisfaction and loyalty in different enterprises, there is a need to analyze these connections with regards to national parks.

Consumer association with each other in a national park is depended upon to joy, fulfillment and loyalty. The accompanying Hypotheses are accordingly proposed.

H4:Interaction with other customers in a National park has a significant impact on customer Loyalty.

H5:Interaction with other customers in a national park has a significant impact on customer satisfaction.

H6:Interaction with other customers in a National park has a significant impact on customer delight.

2.8. Impact of interaction with staff at delight,consumer loyalty and customer satisfaction

Many scholars have discussed that interaction among consumer and staff individuals may impact the consumer level of passionate responsibility and in general involvement (Bitner,1992),(Slatten and Mehmetoglu , 2011), (Slatten, Krogh and Connolley , 2011) and (Verhoef, et al.2009).

Deng, Lu, Wei ,and Zhang (2010)Orescribed that associations with various customers and staff may affect their emotions, steadfastness and satisfaction. Slatten,et al. (2011) In their research they explore that how staff interaction with consumer impacts at pleasure, devotion and fulfillment on winter at national parks, discussed. Xu and Chan (2010) recommended that the impact of staff association with clients' with regards to bundling to the visit members.

Arnould and Price (1993) conduct same study with regards to a multi-day waterway boating knowledge. They likewise affirmed the cooperation with staff impacts consumer overall delight, loyalty and satisfaction (i.e. enchant). Clients visit parks mainly to experience entertaining activity performed by the staff. Henceforth, despite the physical conditions, individuals of staff also have a crucial job in making positive emotions and assessments. As examined by Zeithaml

et al. (2006) services environment encourage association among consumer and individuals of staff therefore lesser in detail , for example, a smile , a wonderful voice, noticeable sympathy and a cordial way to deal with clients may impact the client's feelings and perception of the overall understanding (Slatten *et al.,*2011).

 Despite the fact that past research has accentuated the significance of staff on client association in making joy, loyalty and satisfaction in different enterprises, there is the requirement to look at the impact of employee - client association on particular   feelings, for example, delightful, satisfaction and loyalty with regards to national parks. This research anticipates clients' impression of their interaction with the employees of a national park to incite joy, loyalty and satisfaction. Therefore the bellow hypothesis is suggested.

H7: Identify dealing with staff in a Khunjarab Park has a significant impact on consumer delight.

H8: *Perceived interaction with staff in a Khunjrab park has a significant impact on consumer Loyalty*

H9:*Point out the interaction with staff in a Khunjarab park has a significant impact on consumer satisfaction.*

2.9 Summary of literature Review

Author(s)	Variables	Methodology	Findings
Holbrook and Hirschman (1982)	Customer experience (What specifically the term customer experience means with respect to make customers/consumers more loyal towards goods and services)	Qualitative	Physical environment, interaction with staffs, interaction with other customers.
Pine and Gilmore	Concept of experience in tourism	Qualitative	They have concluded that the more

(1999)	and hotel management, particularly in service?		we pay attention on experience the more our (business) will be stabled in terms of economy.
Schwager and Meyer (2007); Milman et, al. (2012); Dong and Siu (2012)	National Parks, service industry.	Quantitative Survey	There is a strong positive relationship between services and explores (local and international) specifically in national parks to furthers delightful of customers
Grove,et al.(1998); Bitner (1992); and Czaja, et al (2009)	Model development for national parks	Quantitative	These authors study had revealed that different kind of models could be more effective to further the experience of customers, like theater model is one of the best models to be implemented in parks for better consequences.
Walls et al. (2011); Bitner (1992)	Consumer involvement	Experimental study	Authors have explored three types of customers' involvement, interaction with staffs, interaction with other customers and physical environment.
Zeithaml,et al.(1988); Mossberg (2007)	Tourism and Hospitality, Physical condition	Quantitative Survey Structured questions	Found positive relationship between tourism and hospitality and physical environment
Bitner (1992)	Climate and customer experience	Quantitative	Customers are satisfied and loyal because of good climate at national parks and people were willing to come again
(Bitner, 1992); (Li et al. 2016); (Wakefield and Blodgett, 1996); (Zenithal,et al.2006).	Customer experience, customer loyalty, customer satisfaction and customer delightful in National Parks	Quantitative	Positive correlation was found. Customer experience is the ultimate key for attaining and sustaining competitive advantage of service provider
Jani and Han (2013)	Feelings, loyalty and delightful	Quantitative	The association between variables is positive. Its all about the feelings of customers that makes them more loyal and delightful
Hartline and Ferrell (1996); Zenithal et al. (2006); Carbone and Haeckel(1994	Interaction?	Experimental study	1. Interference of customers and employee. If the interaction is positive then both customer and staff go places for sure. 2.Decision making
Yuan & Wu(2008)	Consequences of Humanistic approach in service industries	Experimental study	The more we(service provider) are good at humanistic approach the more customers will be loyal, satisfied and delightful
Homburg, et al.	Customer loyalty satisfaction and	Quantitative	The association between customer

(2006); Ryu et al.,2012; Walls (2011); Walls (2011)	interaction	study	loyalty, satisfaction and interaction is positive and this relation also be used a source for value addition to both companies and staffs
Brady and Cronin (2001), Rust and Oliver (1994), Lovelock and Yip (1996)	Attitude in service industry.	Experimental	Set of good people will for sure make surroundings more fascinating, and their positive interactions, positive attitude makes the day.
Jani and Han (2013); Huang and Hsu(2010).	Social Correlation theory and Attitude	Quantitative	Attitude of a person always endorser the theory of social correlation. Behavior is the main thing that not only makes staff loyal but customer
Torres and Kline (2012)	Characteristics of Customer Satisfaction		The person's perception of the performance of the products or services in connection to his or her desires
Day (1984); Oliver (1997); Kim and Wong (2016)	Customer satisfaction and competitive advantage	Quantitative	Positive relationship is found.
Oliver (1997), Westbrook and Oliver (1991), and Wirtz and Bateson (1999); Martin et al.(2008).	Satisfaction and psychological needs	Quantitative study	For having desired objectives organization must have to cultivate a strategy to make customers more satisfied just because of their psychological requirements. Positive association was found between independent and dependent variables.

Wong, (2004); Ali et al., (2015); Kollman (2000); Ali et al., (2015); Kollman, (2000)	Client behavior and satisfaction	Quantitative	Both emotions and perception are sections of Satisfaction and should properly be seen as specific in the showing of client behavior in services settings, and these studies also found positive relation between dependent and independent variable
Kim and Mattila (2013);	Conceptualization of enjoyment		This study has done with two types of conceptualization, i.e. Please as amazement and euphoria, and joy as extreme of satisfaction
(Ali, Kim, Li, & Jeon, 2018)	Customer loyalty, Marketing	Meta-Analysis	In marketing research, customer loyalty is being frequently used for the betterment of services proving by a company to make customers more loyal
Jones and Sasser (1995	Purchase loyalty and business	Quantitative	The relationship was found positive, and feeling of association with or love for an organization kin, item or services.
Oliver(1997)	Customer devotion and loyalty	Quantitative	Positive association was revealed and stated that delineated four unique of periods of consumer devotion which are comprising subjective ,full of feeling, connotative and activity dependability of devotion
Russell-Bennett et al. (2007)	Brand loyalty and customer experience	Quantitative study	Positive relationship is found between independent and dependent variable
Ryu et al., 2012; Schall, 2003	Attitudinal management and loyalty in service industry	Quantitative	The relationship is positive

2.10 Conclusion.

After analysis review of available literature on customer experience effect customer delight, satisfaction and loyalty, it is clearly understood and generalized that customer experience has strong positive influence on consumer delight, satisfaction and customer loyalty.

Studies have discussed that physical environment of national parks has directly positive connection with the emotions, psychological and mental approach of an individual/visitors.

Some important theories are also discussed interaction with staff play an important role in tourism sector. Tourism is a service intensive industry that is dependent on quality of customer experience and their consequence assessments of satisfaction, delight and loyalty.Customers have to rely on the accuracy of accessible information. However, besides the information provided first-hand by tourism service providers in shape of information desk.

According to prior studies people with same interest interacting each other .Therefore visitors in national parks interacting each other's and focusing on their common inters regarding to their visit.

The prime objective of this study is to know the impact of customer experience including, physical environment, interaction with staffs and interaction with other customers on customer delightful, customer satisfaction and customer loyalty.

After reading, critical evaluation and interpreting prior work done on these variables, we have concluded that in service industries, particularly in tourism that if we are good enough at customer experience (physical environment, interaction with staffs and interaction with other customers) we can go their destinations .This is the only way a service industry cultivates an unbeatable culture of customer experience to further loyalty, delightful and satisfaction of the customers. Prior studies on the association between customer experience and customer loyalty, customer delightful and customer satisfaction are position, and via this position relationship, service provider attains and retains desired objective (competitive advantage).

2.11 Hypothesis of the study

Hypothesis is an essential instrument in research. Most research is completed with the

purposeful goal of testing hypothesis. Directional hypothesis approach is used for this study.

Directional hypothesis determines the existing and, yet additionally the normal course of the connection between variables. Directional hypothesis expresses the idea of the connection between at least two variables , for example, positive, negative, or no relationship. To express the direction of connection between variable, the directional terms are utilized to express the hypothesis , for example, positive, negative, less, progressively, expanded, diminished, more noteworthy, higher, lower.Directional hypothesis clarifies and predicts the bearing and presence of a particular relationship. The anticipated relationship to be either positive or negative. A directional hypothesis is more explicit than the non-directional hypothesis. It is otherwise called the circumstances and logical results hypothesis.

If the hypothesis uses comparison terms, such as "greater," "less," "better," or "worse," then it is a directional hypothesis. It is directional because it predicts that there will be a difference between the two groups and it specifies how the two groups will differ (Marczyk,DeMatteo and Festinger, 2005).

Following are the proposed hypothesis.

H1: The physical conditions/environment in Khunjrab Park has a significant effect on customer loyalty.

H2: Physical environment in Khunjrab Park has a significant effect on customer delight.

H3: The physical environment in KhunjrabPark has a significant effect on customer satisfaction.

H4: Interaction with other customers in a National park has a significant impact on customer Loyalty.

H5: Interaction with other customers in a national park has a significant impact on customer satisfaction.

H6: Interaction with other customers in a National park has a significant impact on customer delight.

H7: Identify dealing with staff in a Khunjarab Park has a significant impact on consumer delight.

H8: *Perceived interaction with staff in a Khunjrab park has a significant impact on consumer Loyalty*

H9:*Point out the interaction with staff in a Khunjarab park has a significant impact on consumer satisfaction.*

CHAPTER 3:Methodology

3.1. Research Design

This chapter consists of the overall procedure of data collection, data specification, sampling size, population, conceptual model, econometric model and variable specification to analyze the impact of consumer experience on consumer delight, satisfaction and Loyalty.

3.1.1 Type of Study

The study conducted through quantitative research approach.

3.1.2 Study Setting

The participants i.e. individual/Visitors have been contacted at Khunjrab National Park to fill the questionnaires, therefore this is a field study.

3.1.3 Time Horizon

Cross-sectional time framework is used in order to complete our study within a given time and this approach is being followed by majority of the authors provided that resources are always limited and time is one of them. The data have been collected from 15.7.2018 to 25 .8.2018 during day time which is 11 to 1600 hrs per day because in session it is suitable time.``

3.1.4 Research Interference

There is no or minimal research interference and this study is based on field study. Cross sectional data have been used in this research. The reason of using self-administered questionnaires, as survey was primarily that in the past, many researchers have been used this technique for data collection. However,being cost effective it has advantage of lesser interference

of research, therefore reduces the possible bias from the respondent. This technique assiststhe respondents to respond in the questionnaires at ease and allows them to take their time for justified and well thought response.

3.1.5 Variables Specification

In totality, this study is composed of six variables. Independent variables are physical environment, interaction with other customers and interaction with staffs, and on the other hand, dependent variables are customer loyalty, customer satisfaction and lastly customer delightful.

3.1.5 Unit of Analysis

The visitors (Consumers) of Khunjrab National Park based in Gilgit Baltistan are the unit of analysis for this study.

3.2.Population and Sampling

Following are the population and sampling

3.2.1.Population

The population of the current study comprises of the Visitors ofKhunjrab National Park In order to minimize common biases, before handing over data to respondents, all the important and necessary information will be circulated to them in a form of personal interaction, for that researcher did by own self with a consultation with thesis leader.

3.2.2. Sampling Techniques

Systematic random sampling technique used for data collection whereby every 2[nd]visitor that enters the exit point has been approached in person during the data collection time frame. Typical time schedule for collection of data had been from 11 am to 5 pm.

3.2.3 Sample

A sample size of 250 respondents has been approached during the course of data collection. To avoid biasness in respondents and samples, systematic random sampling technique is used. using the following formula suggested by Yamani, T in 1969 in his book "Introduction to Statistics". Response rate was almost more than 95%, and Mugend (2003) suggests that 30-50% response rate is enough to generalize the results on population.

$n = N/ 1 + Ne^2$

Where,

n = Sample Size

N = Population

e = Marginal Error

3.3 Scales and Measurements

All the study variables have been measured on a 5 point-Likert scale ranging from strongly disagreed=1 to strongly agree=5.

3.3.1 Physical Environment

Physical environment of Khunjarab National Park measuredby using 5-likert scale developed by (Wu and Liang ,2009) and (Jani and Han ,2013). One sample item is "The National Park's environment is clean"

3.3.2 Interaction with staff

Dealings with employees have been measured using 4-itmes scale developed by (Wu and Liang 2009) and (Jani and Han 2013). One sample item is "The staff has a good knowledge".

3.3.3Interaction with Customer

Interaction with staff has been measured using 4-itmes scale developed by (Wu and Liang ,2009) and (Jani & Han 2013). One sample item is "Other Consumers did not make trouble".

3.3.4Consumer Delightful

Customer delight has been measured using 4-itmes scales developed by (Kim et al. 2013). One sample item is "I noticed animated at some time during my visit".

3.3.5 Consumer Satisfaction

Customer Satisfaction has been measured using 4-itmes scales proposed by (Westbrook and Oliver 2011). One sample item is "I am happy with my choice to visit this national park".

3.3.6 Customer loyalty

Customer delight loyalty been measured using 4-itmes scales developed by (Kim et al. 2013) . One sample item is "I will educate my companions concerning this Khungrab Park.".

3.4 Data Analysis Procedure

Gathered data was analyzed through SPSS to carry out the following tests.

- **Outlier Analysis**

In statistics, an outlier is an observation point that is distant from other observations. An outlier may be due to variability in the measurement or it may indicate experimental error; the latter are sometimes excluded from the data set.

- **Missing values**

System missing values are values that are completely absent from the data. They are shown as periods in data view.

- **Frequency distribution**

Frequency distribution is a representation, either in a graphical or tabular format, which displays the number of observations within a given interval. The interval size depends on the data being analyzed and the goals of the analyst. The intervals mustbe mutuallyexclusive andexhaustive.Frequency distributions are typically used within a statistical context.Generally, frequency distribution can be associated with the charting of a normal distribution

- **Descriptive statistics**

Discriptive statistics is the branch of the statistics that aims to describing a number of features of data usually involves in study, the purpose of the descriptive statics is to provide a brief summary of the samples of the population and the measure done on a particular study.

- **Reliability analysis**

Reliability refers to the fact that a scale should consistently reflect the construct it is measuring.An aspect in which the researcher can use reliability analysis is

when two observations under study that are equivalent to each other in terms of the construct being measured also have the equivalent outcome

- **Correlation Analysis**

  Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables . If there is correlation found, depending upon the numerical values measured, this can be either positive or negative.

- **Regression Analysis**

  Regression refers to the fact that a scale should consistently reflect the construct it is measuring. An aspect in which the researcher can use reliabilityanalysis is when two observations under study that are equivalent to each other in terms of the construct being measured also have the equivalent outcome.

CHAPTER 4: RESULT AND DATA ANALYSIS

This chapter includes reliability analysis, descriptive analysis, correlations between variables (Physical environment, Interaction with staff, Interaction with other customer customer loyalty customer satisfaction, customer delight), regression analysis to test hypotheses from H1 to H9,

4.1 Reliability Analysis

A reliability test was applied to check level of reliability of tools and measurements. Table no 1 shows that all results are satisfactory. Value of Cronbach Alpha α for physical environment is.735, .interaction with other customers is .784, interaction with staffs is .865, customer delightful is .744, and customer satisfaction is .815 and lastly level of Alpha for customer loyalty shows.

Table 1 Reliability of Variables

Variables	Items	Cronbach Alpha, α
Physical Environment	05	.735
Interaction with other customer	04	.784
Interaction with staffs	04	.865
Customer delightful	03	.764
Customer Satisfaction	04	.815
Customer loyalty	03	.777

4.2 Descriptive Statistics

Table 4.1 shows the descriptive/Simple analysis of all six variables with demographics. Physical environment and SD=.35, interaction with staffs SD=.72), interaction with other customers SD=.41), customer delightful and SD=.51), customer satisfaction and SD=.56) and customer loyalty SD=.66).

Demographics with respective to their mean and standard deviation, gender SD=.495), age SD=8.01), qualification and SD=.85).

Table 2 Simple Statistics

	N	Minimum	Maximum	Std. Deviation
Gender	250	1	2	.495
Qualification	250	1	4	.860
Age	250	15.00	50.00	8.01474
PE	250	2.20	5.00	.35710
IWS	250	1.00	5.00	.72963
IWOC	250	2.00	5.00	.40813
CD	250	1.33	5.00	.51174
CSF	250	1.25	5.00	.56120
CL	250	1.00	5.00	.66865

4.3 Demographics

The below tableshows the education level of respondents. In totality, 250 number of sample was recorded.

4.3.1 Qualification

Most of the respondents were holding Bachelor degree 102 respondent or 41% , second largest were master 68 respondent or 27.2 % , thirdly, below bachelor 67 only 26.8 % respondents were as only 13 respondent or 5% Phil/MS. The entire result shows that most of the tourists are from Bachelor degree holders.

Table 3 Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
below bachelor	67	26.8	26.8	26.8
Bachelor	102	40.8	40.8	67.6
Master	68	27.2	27.2	94.8
M.phil	13	5.2	5.2	100.0
Total	250	100.0	100.0	

4.3.2 Gender

The Table no 4 shows relatively female respondents is greater than male, i.e. 145 respondents were female and 105 were Male. The result shows that flow of female tourists is higher than male tourists.

Table 4 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	145	58.0	58.0	58.0
Male	105	42.0	42.0	100.0
Total	250	100.0	100.0	

4.3.3 Age

The above table 5 shows the total of respondents in age wise in a frequency and percentage for.
Table shows age range between 15-25 is 91(36%), rage between 26-35 shows 82 (32%), age
group from 36-44 total number of respondents were 44 (16%) and lastly, total number of
respondents were 10 for above 45 years old (.03%). Most of the tourist in Kunjarab Parak is from
youth group (15-25).

Table 5 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
	15-25	86	34.4	34.4	34.4
	26-35	110	44.0	44.0	78.4
Valid	36-45	44	17.6	17.6	96.0
	46>	10	4.0	4.0	100.0
	Total	250	100.0	100.0	

4.4 Correlation Analysis

This section elaborates the correlation analysis among different variables.

4.4.1 Physical environment and Customer Delightful

The overall table no 6describes the correlation analysis between physical conditions of Khun Jarab Park and tourists' level of delightful. Figures indicate there is a positive correlation between physical conditions and consumer delightful. This is also statistically significant with .000 level and Pearson correlation vale is .558.

4.4.2 Physical Environment and Consumer Loyalty

The empirical result in table 6 shows that the positive and statistically significance level with .000 between physical environment and consumer loyalty. Level of Pearson correlation is .504 which shows the positive relationship between the two variables.

4.4.3 Physical environment and Customer satisfaction

The empirical result of table 6 shows the positive and statistically significance level with .000 between physical environment and customer satisfaction. Level of Pearson correlation is .520. This positive correlation indicates positive relationship between customer satisfaction and physical conditions.

4.4.4 Interaction with other consumer and delightful consumers

With a significance level of 6 and Pearson correlation .485, the table shows positive association between Interaction with other consumer and delightful consumers.

4.4.5 Interaction with other customer and consumer loyalty

The empirical result shows that the positive and statistically significance level with .000 between Interaction with other customer and consumer loyalty. Level of Pearson correlation is .541 which shows the positive relationship between the two variables.

4.4.6 Interaction with other Consumers and consumer satisfaction

According to the table no 6 the association between customer satisfaction and interaction with other customer is also positive. This result is also statistically significant level with .000, and Pearson correlation is .540. In a nutshell, this correlation is positive between these two variables.

4.4.7 Interaction with Staffs and Customer Delightful

In the presence of table no 6 the interaction with staffs and consumer delightful is also positive and statistically significant. Level of significance is .000, and Pearson correlation is .584. Summary of the table shows that tourists' interaction is positive with staffs and that is why they also high on consumer delight.

4.4.8 Interaction with Staff and Consumer Loyalty

The empirical result of table no 6 shows that the positive and statistically significance level with .000 between Interaction with other customer and consumer loyalty. Level of Pearson correlation is .549 which shows the positive relationship between the two variables.

4.4.9 Interaction with Staffs and Consumer Satisfaction

The overall table no 6 describes the correlation analysis between interaction of customer with staffs and their level of satisfaction and the figures indicates that there is a positive correlation

between consumer satisfaction and interaction with consumer. This is also statistically significant with .000 level and Pearson correlation vale is 0.585 .

Table no 6

		PE/IWS/IWOC	CD	CSF	CL
PE	Pearson Correlation	1	.456	.520	.504
	Sig. (2-tailed)		.000	.000	.000
IWS	Pearson Correlation	1	.584	.585	.549
	Sig. (2-tailed)		.000	.000	.000
IWOC	Pearson Correlation	1	.485	.531	.541
	Sig. (2-tailed)		.000	.000	.000

4.5 Regression Analysis

4.5.1Physical environment on customer Loyalty

The table no 7 shows the regression analysis of physical environment and customer loyalty .To get this results simple regression analysis test has been applied. An empirical result shows that there is a positive association between physical environment and customer loyalty. Customers are loyal, reason being is physical environment is also very pleasant. This result is also

statistically significant. Our results are endorsing prior study, like(Seo, Kim, & Choi, 2015)so, there for H1 is accepted, because the value of beta is .441 and P value is significant.

Table 7 Regression of Physical environment and customer loyalty

Physical environment and customer loyalty.						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.439	.376		3.825	.000
	IWOC	.723	.093	.441	7.745	.000

4.5.2 Physical environment on customer delightful

The below table no 8 shows the regression analysis of physical environment and customer delightful, and to get results simple regression analysis test is applied. An empirical result, β vale .456 and the P vale which is .000 shows that there is a positive association between physical environment and customer delightful. Customers are delighted reason being is physical environment is also very pleasant. This result is also statistically significant. Our results are endorsing by(Ali, Kim, & Ryu, 2016)prior study. So, therefore, H2 is accepted.

Table 8Physical environment on Customer delight

Physical environment on Customer delight						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.339	.334		4.005	.000
	PE	.659	.081	.456	8.086	.000

4.5.3 Physical environment and customer satisfaction

Regression analysis figures i.e. β .517, P value .000 and t vale is greater than 2, which shows that the relationship between physical environment and customer satisfaction is positive. Physical environment is enough attractive to have a satisfied customers.This result also strengthening the prior work done by (Chang, 16 Jan 2009) .According to a basis of this result, we have accepted

H3.

Table 9Physical environment and customer satisfaction

Physical environment on customer satisfaction						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.790	.353		2.239	.026
	PE	.820	.086	.517	9.538	.000

4.5.4 Interaction with other Customer on Customer Loyalty

In the presence of table 10 , H4 is also accepted due the result of, β is .441,t vale is greater than 2 and the P vale is .000 .There is positive association between interaction with other customers and customer loyalty is strongly positive and significance. Our study also endorses previous studies by (Moore, Moore, & Capella, 2005)

Table 10 Interaction with other customer and customer loyalty

Interaction with other customer on customer loyalty						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.439	.376		3.825	.000
	IWOC	.723	.093	.441	7.745	.000

4.5.5 Interaction with other customers and customer delightful

According to the table no 11 H5 is also accepted provided that the association between interaction with other customers and customer delightful is strongly positive with a significance level of .000,β is .495 ant t vale is greater than 2 , Our study also endorse previous studies like Ali et al ,(2016)

Table 11 Interaction with customer and customer delight

Interaction with customer on customer delight						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.555	.277		5.617	.000
	IWOC	.619	.069	.495	8.996	.000

4.5.6 Interaction with other customers and Customer Satisfaction

Table no 12 regression analysis indicates a positive relationship between dealings with other consumer and consumer satisfaction, and also has a significance level is .000 and β is .540 and t vale is greater than 2. In the presence of the above regression analysis test, we have accepted H6 and these results also endorse some prior findings, for instance, (Moore, et al .,2005) and (Wu C. H.-J., (2007).

Table 12Interaction with other customer and customer satisfaction

Interaction with other customer and customer satisfaction						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.180	.294		4.009	.000
	IWOC	.739	.073	.540	10.116	.000

4.5.7 Interaction with staffs and customer satisfaction

According to the result of table no 13 H7 is accepted under a basis of regression analysis results with a significance level of .000. Empirical result which are, β is 0.385 and the t is greater than 2 indicates that the relationship between interaction with staffs and customer satisfaction is positive, which means, the more customers interact with staffs the more level of satisfaction will be. This study endorses a study of Sabir (2018) that there must be a positive relation at customer-staffs.

Table 13Interaction with staffs and customer satisfaction

Interaction with staffs on customer satisfaction						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.140	.156		20.184	.000
	IWS	.299	.045	.385	6.590	.000

4.5.8 Interaction with Staff and Customer Loyalty:

Regression analysis test is run to know accept or rejected our hypothesis. Results of table no 14 which areβ is 0.349, P vale is 0.000 and the t vale is greater than 2 whichindicate that the association between interaction with staffs and customer loyalty is also positive with a significance level of .000, and this result also endorse prior studies, likeT & Chan, (2010). Under a basis of this finding, we have accepted H8.

Table 14 Interactions with staff and customer loyalty

Interactions with staff on customer loyalty					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.264	.187		17.439	.000
IWS	.320	.055	.349	5.872	.000

4.5.9 Interaction with Staffs and Customer Delightful:

Regression analysis test is run to know accept or rejected our hypothesis. Result of table no 15 indicates that the association between interaction with staffs and customer delightful is also positive with a significance level of .000,β is 0.286 and t vale is greater than 2 and this result also endorse prior studies, like (Ali *et al* , 2016). Under basis of this finding, we have accepted H9.

Table 15 Interaction with staff and customer delight

Interaction with staff on customer delight					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.356	.147		22.784	.000
IWS	.202	.043	.286	4.707	.000

4.6 Conclusion

The above results show the influences of one variable on another, either positive or negative, statistically significant and non-significant. Findings have endorsed previous studies done on this area. For instance, Ali et.al, (2017) has stated that there is a positive association among customer satisfaction, delight and Loyalty . Seo, Kim& Choi (2015) Physical environment and customer loyalty has positive relationship. IWS has positive influence on customer satisfaction in National Park (Sabir , 2018) and so (Chan ,2016) and (Jan, 2009) had documented that PE encourage Customer loyalty at Khunjrab Nation Park, which means visitors are want to revisit the National Parks .

Regression analysis describes that some findings endorsed prior studies in this domain. From hypothesis H1 to H9, All are accepted with the basis of empirical evidences shown in above tables. Firstly, for instance, Physical environment positively influence visitors delight , satisfaction and loyalty at Khunjarab National Parks. Secondly, Interaction with Staff is used as a communication source which has a strong impact on customer delight and satisfaction, yet according to this study's finding PE and IWS main source of making delight and satisfied customer. With reference to interaction with other customer IWOC, it also does a great job by making satisfied and loyal Customer. A logical reason of supported hypothesis is discussed in discussion section of the study.

4.7 Summary table of Hypothesis (Findings)

*H1: The physical conditions/environment in Khunjrab Park has a significant effect on customer loyalty.*Accepted

H2: Physical environment in Khunjrab Park has a significant effect on customer delight. Accepted

H3: The physical environment in KhunjrabPark has a significant effect on customer satisfaction. Accepted

H4: Interaction with other customers in a National park has a significant impact on customer Loyalty. Accepted

H5: Interaction with other customers in a national park has a significant impact on customer satisfaction. Accepted

H6: Interaction with other customers in a National park has a significant impact on customer delight. Accepted

H7: Identify dealing with staff in a Khunjarab Park has a significant impact on consumer delight. Accepted

H8: *Perceived interaction with staff in a Khunjrab park has a significant impact on consumer Loyalty.* Accepted

H9:*Point out the interaction with staff in a Khunjarab park has a significant impact on consumer satisfaction*.Accepted

Summary of hypothesis H1 through H9 suggested that nine hypotheses are accepted and endorsing previous studies .

CHAPTER 5 : DISCUSSION AND CONCLUSION

This chapter Summarizes chronologically what has been done. Discussion and conclusion is discussed in section 5.1, theoretical implication in section 5.2, managerial implication is in section 5.3 .Limitation of the study is in section 5.4 and the Future research direction is in section 5.5 of this chapter.

5.1 Discussion of Results

The main objective of this study was to examine the impact of physical condition, dealing with other consumer, dealing with workers, consumer fulfillment, loyalty and consumer joy in Khunjarab Park, Gilgit Baltistan, Pakistan. Here, independent variables are physical conditions, interaction with other consumer, and interaction with employee and dependent variables are consumer satisfaction, Consumer loyalty and consumer delightful. Total number of respondents was 250, and a systematic random sampling technique was applied to get data.

Results are endorsing prior studies done before. Our first hypothesis was, there is a positive relationship between physical environment and customer delightful, which means customers are delighted provided that physical environment of Khunjarab Park was too good. They have got all the required things over there, like, roads, buildings, tracks etc. With the basis of empirical results we have accepted H1, and this study endorsed prior study of (Torres et al, 2018) that physical environment is one of the key source of satisfied, loyal and delighted customers in Parks. In a continuation, Ramdas (2014) if we have made the physical environment (water, payed roads, sitting areas, hicking) good then for sure customers will love to pay more, visit more and feels delighted. The influence of external environment on customer loyalty, customer

satisfaction and customer delightful is strongly positive, and these all variables are attractive to customers to move on (Bitner, 1992)

Statement of our H2 was, there is a positive associatioin of physical environment on suctomer satisfaction, which further describes that the more our parks are good with infrastructures the more we have satiafied customers and they always want to pay a visit again and again and they might recommend this to others. This result also strengtherns previous study done by (Torres et al, 2018), including our results, all prior studies highlighted the worth of physical environment with regards to customer satisfaction and customer delighful in this highly competitve business world. Customers are free to move and they conforms their next visit to privious place, if they are served well, and through this any kind of venture will gain and sustain competitive advantage.

We have hypothesised in H3 that there is a positive impact on physical environment and customer loyalty, which means that we have a cultivated a culture of loyalty by providing them a good and attractive physical environment. Customer loyaty is one of the key factors that pays off not only in generating desired revenues but also competitive advatange of any kind of ventures, especially in this highly volatile competitive world, where rivals are also working hard to florish. In service business, this starategy matters a lot. Companies are investing some handsome amount of money on this to repeat business because customer loyalty deals with emotional experinces, physical and attribution based experinces which a company is provided to end users. With the basis regression analysis test, we have also accepted our H3 and this results also gives more feathers on a cap of work done by (Torres et al, 2018) and (Ramdas,2014) that we can get customer loyalty by providing cool physical environment in Parks.

Our *hypothesis H4* stated that there is a positive influence of interaction with other customers on customer delightful, which further states that the more customers' interaction to each other in physically or communication, the more their level of delightfulness will be and companies must generate an environment where visitors talk, play and enjoy together to furthers level of delightful. This result also similar to previous study done by Homburg and Gruner (2000) that if the interaction is positive then for sure ventures will enjoy the consequences in a form of delighted customers and satisfied customer.

Strongly positive relationship was found in between interaction with other customers and customer satiafction, which describes that importance of interaction of customers at a same where they could communicate for having a good time. Visitors at Khunjarab Park were enough satisfied with repect to their interaction with other visitors and it means that majority of the visitors are good at communicatio skills, taking care of ethics and morality over there at Khunjarab Park Gilgil Baltistan, Pakistan. This positive association allows us to accept our hypothesis H5 and also endorsed study of . Qub and Chi (2008) says that some distinations are already facinating and people are always eager to pay a visit again and again, and to make their time more memorable some key drivers must be take seriously, like physical environment of that particular place where people can communication and interact well with trained staffs who will do their assignments properly and this approach has a strong influnce of customers loyalty and satisfaction. According to Hcu and Huang (2009) the interaction of customer-customer ehances the satisfaction withh regards to vacation satiafction in Parks or other beautiful destiinations. On a basis of our results, we have acccepted H5.

In hyothesis H6, we had suggested that there is a positive impact of interaction of other customers on customers loyalty, which means that strongly positive interaction works in order to

manage loyalty among our cusomers to make them loyal with brands in service industries as well. Customer loyalty shows the level of success that how many people wants to pay a visit again and again to be served properly. With a basis of our empirical resul, we have also accepted H6, and according to a study of

Homburg and   Giering (2000)stated that personal characteristics of an individual in service industries plays a vital role in order to have a desired objective of an organisation and that objectives are loyalty of customers and satisfaction level of customers. Effective and efficent manager knows the worth of the interaction of staffs and customers to get work done properly. positive interaction will a delighful customer, customer loyalty and customer satiafctioin, and if not things goes in van. Keeping in view the importance of the interaction and worth we have hypothesised that there is a positive influence of interaction with staffs and customer delighful because in this competitve world we can not leave this servives in a chance, and there are a lot of benefits of an effective interactions between staffs and customer delighful, as docummented that hypothesis H7 through H9, we have hypothesised that the is a positive impact of interaction with staffs on customer delighful, customer satisfaction and customer loyalty Osayawe Ehigie (2006). According to Ihotelligence   ther are five effective ways, which must be follow in servive industries in order to communicate and interact effectively with customers to have their stisfaction, loyalty and delighful and the five approaches are training, encouring staff memebers, ettiquette of staffs, personal and communication. According to Gaurav and Khan (2013) that effective and efficient interaction of staffs-customers will end up with satisfied and loyal customers. In a continuation of this highlighted the importance of interaction of staff-customer for attaining and sustaining loyal and satisfied customers. Gong & Yi (2018) also has also

describes this positive association of interaction of staffs with customers in top five Asian countries in Parks.

It is concluded that this research highlight the significance of understanding customer experience connection to different component of consumer experience , satisfaction delight and loyalty in national/natural Parks stings . All three dimensions of customer experience , physical environment, interaction with staff, and interaction with other customers had a significant impact on customer delight , satisfaction and loyalty. Customer delight ,satisfaction and loyalty have been a significant impact on customer experience .Therefore the capability of national Parks must ensure customer delight and satisfaction by creation and offering legitimate customer experience that can thus prompt consumer loyalty (Pine & Gilmore, 1999).

5.2 Implications for Manager

This research provides many practical implication for managers ,with the findings of this study, manager know about the key drivers, like physical environment, interaction with other customers and staffs and these are a source of value addition with regards to customer delight, customer loyalty and customer satisfaction for the management of Kunjarab Park, Gilgit Balistan, Pakistan. The joint venture of stakeholders and management of Khunjarab Park will get things done.

This study gives several practical implications for managers in general and for managers of national parks particularly . National park administrators/managers must ensure their clients are delight as well as fulfilled by dealing with their physical condition, their staff and clients' communication with others inside the National parks. The executives management can gather

data from clients on how they see the elements of experience that may represent their delight and satisfactions .

This data can ensure the distinguishing proof of client delight and the perspectives that make 'mental engravings' that may prompt their fulfillment and loyalty. Physical condition significantly affects clients' pleasure and fulfillment. This research indicates that temperature and architecture influence customers' delight and satisfaction. This study's findings also show the significant role of interaction of staff on customers' delight, satisfaction and Loyalty.

The management must keep on preparing, remunerate and spur representatives in a way that is satisfactory to fulfill them. Research demonstrates worker satisfaction improves delivery of services, bringing about consumer loyalty. This study also furnishes proof that customer interaction with other customer is a critical factor that impacts consumers enjoyment, loyalty and satisfaction.

5.3 Limitation of the Study

This study has a few limitations scholar ought to think about when assessing the outcomes. Firstly researchers should utilize alert when attempting to sum up the outcomes to different provincial, societies, and enterprises since National Parks in Pakistan are the particular subject of this Study . Another limitation of this study is it doesn't assess pre-utilization desires. Before service utilization, different variables may stay post-utilization assessments and feelings of customers (Kim et al., 2013). Thirdly, broadening this present examination by looking at unforeseen negative encounters and feelings, for example, dread, regret, and weariness, can give a more profound comprehension of client attitudes and loyalty (Torres & Kline, 2006). Other

restriction of this study is its utilization of a one-dimensional construct to evaluate the physical condition.

Lastly validity of one variable is below 6, physical environment , biasness from the respondents can be expected due to their time provided that they all were enough busy to enjoy the given time and they have filled questionnaires in rush. Lastly, due to lack of resources (economic and time) researcher is unable to have study done properly.

5.4 Direction for Future Research

A road map for future research is inspected how the distinction between pre utilization desires and post utilization assessments shape client delight. In future researcher must consider a multi-dimensional way to deal with evaluating the physical condition and investigating other significant industry-explicit elements, for example, client association and services inconstancy, to investigations extra determinants of visitors' fulfillment, delight, and loyalty . Future research incorporates factors, for example, trust, for instance, which can impact and cooperate with visitor loyalty.As discussed this study was based upon a qualitative study, and not to breach psychological contract of customers, new study can be done with a qualitative approach to know in depth what they need more and which is more attractive for them as a tourist.

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Appendix

Dear Respondent!

I am a student of Pakistan Institute of Development Economics (PIDE) Islamabad and doing this survey as I am working on my thesis entitled **Customers Experience, Satisfaction and Delight in Khungarab Park, Gilgit Baltistan.**

These questions require answers based on your experiences in your current visit to Khunjrab National .Your answers will be kept strictly confidential and to be used only for research purpose. Your identity will be not disclosed on this document so kindly give an honest opinion to make this research unbiased.

You are requested to take 15 minutes out of your busy schedule to fill this questionnaire. Although you are not bound to answer these questions and at any point in time, you can quit answering but still I will be privileged by your opinion in this research work

Once again thanks for your precious time and cooperation.

Regards,

Shakeel Ahmed,

Research Scholar.

Please tick the appropriate answer

Demographics
Gender: □Male   □Female Highest Qualification: □Intermediate   □ Bachelors   □ Masters □M.Phil/MS Age: _____

Physical Environment

Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option.

Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5

		1	2	3	4	5
1	The Khungrab Park is appropriate					
2	The Khungrab Park's environment is comfortable					
3	The Khungrab Park's environment is clean					
4	The Khungrab Park's temperature is comfortable					
5	The Khungrab Park's architecture and sittings is impressive					

Interaction with Staffs

Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option.

Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5

		1	2	3	4	5
6	The staff prove thorough and satisfactory services					
7	The staff are reliable					
8	The staff are professional					
9	The staff have a good knowledge					

Interaction with other customers

Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option.

Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5

		1	2	3	4	5
10	Other customers are not loud at Khungrab Park					
11	Other customer behave nicely at Khungrab Park					
12	Other customers are not problematic at Khungrab Park					
13	Other customers do not create disturbance at Khungrab Park					

Customer Delight

Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option.

Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5

		1	2	3	4	5
14	I felt delighted at some time during my visit at Khungrab Park					
15	I felt gleeful sometime during my visit to at Khungrab Park					
16	I felt elated at some time during my visit at Khungrab Park					

Customer Satisfaction					
Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option. Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5					
	1	2	3	4	5
17 I am satisfied with my decision to visit this Khungrab Park					
18 My choice to choose this Khungrab Park was a wise one					
19 I think I did the right thing to visit Khungrab Park					
20 I feel that my experience with this Khungrab Park has been enjoyable					

Customer Loyalty					
Keeping in view yourself, please indicate the extent of your agreement and disagreement by ticking the appropriate option. Strongly disagree – 1 , Disagree = 2 , Not disagree/neither agreed = 3 , Agreed = 4 , Strongly agreed = 5					
	1	2	3	4	5
21 I would like to come back to this Khungrab Park in the future.					
22 I will tell my friends about this Khungrab Park.					
23 I will recommend this Khungrab Park to others.					