

Study on Influencing Factors of Cantonese Tea Experience Quality

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Abstract

This paper takes Cantonese tea drinking as an example and the experience of Cantonese tea drinking as the research object. It analyzes the factors affecting the experience of Cantonese tea drinking using the methods of literature review and questionnaire survey. A total of 405 questionnaires were collected online and offline, with 385 valid questionnaires. Descriptive analysis, correlation analysis, and regression analysis were used to analyze the data. It was found that factors such as tea market environment, tea brewing, Cantonese tea snacks, tea market services, and tea market marketing affect the quality of the Cantonese tea drinking experience.

Keywords

Cantonese Tea-drinking; Experience Quality; Satisfaction; Behavioral Intention.

1. Introduction

"People are the promoters of the impression of a place, through whom the cultural differences and local characteristics between regions are fully reflected; the window for promoting the image and impression of a region is its cuisine, through which the complex and diverse regional characteristics and the aesthetic concepts of the local people are displayed one by one." [1] The phrase "Eating in Guangzhou" represents people's attitude towards Guangzhou's food culture. Cantonese teahouses originated from the core area of Guangfu culture in Guangzhou, and Cantonese tea-drinking is often referred to as Guangzhou morning tea. It is a unique form of catering activity in Guangdong that integrates functions such as drinking tea, eating dim sum, experiencing catering services, and feeling local culture. In recent years, with the economic development of Guangdong and the accelerated spread of Guangfu culture, Guangdong's food culture has received tremendous attention, and the "leisure style" Cantonese tea-drinking has become popular across the country. Consumers everywhere are interested in the tea-drinking activity. In order to allow more consumers to experience tea-drinking activities and gain more profits, teahouses have adjusted their business hours, expanding from "morning tea" to "all-day tea market" [2]. Cantonese tea-drinking is not limited to a certain type of food. When you enter a teahouse, you will find a variety of dishes on the menu, giving a sense that anything can be eaten. Moreover, the tea-drinking activity is not just about drinking tea and eating dim sum; it also plays the role of a social intermediary and is a stage for social groups to engage in social activities [3]. In the teahouse, you can see families enjoying their time together; you can also see old men and women gathering around a table, chatting and reminiscing about their youth; and you can also see office workers using computers with one hand and picking up shrimp dumplings with the other, balancing work and meals... Therefore, Cantonese tea-drinking can also be a bond for connecting emotions, bringing people's friendships closer together, and it can also be the first choice for business people to relax and work.

As Cantonese tea culture gains increasing attention nationwide, many scholars have conducted research on various aspects of it. Scholar Chen Shuiké explored the development of Cantonese

breakfast tea and suggested ways to promote its growth, such as diversifying dim sum, professionalizing talent, maintaining brand image, and expanding to other cities. He emphasized that only by improving the management of Cantonese breakfast tea can its glory be sustained [4]. Scholar Song Shuang demonstrated the table manners of Cantonese tea-drinking, including asking for tea, uncovering and refilling the teapot, tapping the table as a sign of appreciation, and paying the bill by counting dishes. He suggested that morning tea helps people relax, fosters harmony among individuals, and aids Cantonese in going global [5]. After researching the functions and values of "tea" in Cantonese tea houses, Chen Haiming and others pointed out that Cantonese tea-drinking serves functions such as scene setting, cultural rendering, leisure, socializing, business negotiation support, and health care [2]. Scholar Wang Wanying designed a theme game about breakfast tea culture. She noted that while waiting in line at tea houses, customers have several needs for games about Cantonese breakfast tea culture: they should be immersive, entertaining, and educational. This allows customers to use fragmented time to spread traditional breakfast tea culture through games, enhancing their understanding of dim sum and customary etiquette, subtly educating them [6]. Chen Zihui and others studied Cantonese tea-drinking from the perspective of nutritional intake of tea consumers. They recommended that tea houses reduce the use of fats and salt in their dishes and improve cooking methods; customers should control the intake of high-fat foods and opt for coarse grains and cereals. The food nutrition labeling system could be applied to catering service management. If labels indicate the calorie content, core nutrients, and functional benefits of food, customers can make informed choices based on their needs [7]. The research of these scholars on Cantonese tea culture is related to the dining experience of Cantonese tea consumption, providing substantial theoretical foundations for this article.

2. Literature review

2.1. Research on Factors Influencing the Quality of Tea-Drinking and Dining Experience

In the era of the experience economy, consumers' pursuit of experiential feelings is continuously elevated, and consumers are increasingly paying attention to the comprehensive perceptual experience in the process of catering consumption and services. Song Shuang mentioned in her article that Guangdong morning tea is a unique dietary cultural custom, which focuses on the enjoyment process, bringing a more comfortable lifestyle to people, and is an indispensable part of the lives of Guangdong people [5]. Holbrook refined four consumer experience dimensions of 4ES through a review of related literature on consumer experiences. These dimensions, which are both interconnected and distinct from each other, are represented as experience, entertainment, desire to express, and transmission. Feng Lili [8] believes that, in the context of experience-based consumption, with consumer emotions (including moods, intuitions, senses, etc.) as the bond, the awareness and feelings of consumer experience consumption have gradually become the mainstream consumer consciousness in today's society. Sun Yongbo and others [9] believe that catering businesses providing consumers with perfect consumption experiences will easily win in future competitions. The stronger the designed experience feeling, the better to retain consumers, and cultivate consumer loyalty to the brand from the direction of consumer experience.

2.2. Research Hypothesis

2.2.1. The Relationship between the Quality of Cantonese Tea Drinking Experience and Customer Satisfaction with Cantonese Tea Drinking

Based on existing research results and literature analysis, many scholars believe that the service experience has a significant impact on the overall quality of the dining experience.

During the dining activity experience, the level of dining experience quality reflects the consumer's satisfaction level with the event, hence there is a close relationship between consumer satisfaction and the quality of the dining activity experience [10]. Therefore, this study analyzes the factors influencing the quality of different tea-drinking experiences and customer satisfaction with Cantonese tea drinking. It categorizes them according to tea market environment, tea brewing, Cantonese tea snacks, tea market service, and tea market marketing, analyzing their relationship with tea-drinking satisfaction. Thus, it can be hypothesized:

H1: The quality of Cantonese tea-drinking experience shows a significant regression relationship with customers' satisfaction towards Cantonese tea-drinking.

H1a: There is a significant regression relationship between the tea market environment and customer satisfaction with Cantonese tea drinking.

H1b: Making tea has a significant regression relationship with customer satisfaction towards Cantonese tea drinking.

H1c: Cantonese dim sum is significantly related to customer satisfaction with Cantonese tea drinking.

H1d: Tea Market Services have a significant regression relationship with customer satisfaction towards Cantonese tea drinking.

H1e: There is a significant regression relationship between tea market marketing and customer satisfaction with Cantonese tea drinking.

2.2.2. The Relationship between the Quality of Cantonese Tea Drinking Experience and Customers' Behavioral Intention

Based on existing research results, many scholars believe that a good catering experience will influence subsequent behavioral intentions. Behavioral intention refers to whether customers, based on their own intentions and choices, will engage in tea-drinking activities again. The clearer and higher the intention, the greater the likelihood of engaging in tea-drinking activities again; conversely, the lower the likelihood. The various services provided by tea-drinking activities are also part of the customer's tea-drinking experience. When tea houses and tea markets provide customers with high-quality and high-level services, the possibility of customers engaging in tea-drinking activities again is relatively large [11]. Therefore, this study analyzes the relationship between different factors affecting the quality of tea-drinking experiences and customers' behavioral intentions, categorizing them according to tea market environment, tea brewing, Cantonese tea snacks, tea market services, and tea market marketing. Thus, it can be hypothesized:

H2: There is a significant regression relationship between the quality of Cantonese tea-drinking experience and customers' behavioral intention.

H2a: There is a significant regression relationship between the tea market environment and customer behavioral intention.

H2b: There is a significant regression relationship between tea brewing and customer behavioral intention.

H2c: Cantonese tea snacks have a significant regression relationship with customers' behavioral intention.

H2d: Tea Market Services have a significant regression relationship with customer behavioral intention.

H2e: There is a significant regression relationship between tea market marketing and customer behavioral intention.

2.2.3. The Relationship Between Customer Satisfaction with Cantonese Tea Drinking and Customer Behavioral Intention

There is a certain relationship between customer satisfaction and behavioral intention. If a customer's experience after participating in tea-drinking activities is better than their expectations beforehand, then their satisfaction level will increase. When satisfaction increases, it can lead to a customer's interest and preference for tea-drinking activities, thereby increasing the probability of repeating the activity[12]. Therefore, it can be hypothesized that:

H3: Customer satisfaction with Cantonese tea drinking is significantly related to customer behavioral intention.

3. Research methods

3.1. Literature method

This study primarily involved reading a large number of documents on various thesis websites, effectively integrating literature on Cantonese tea drinking, Cantonese tea houses, tea drinking consumption behavior, and tea drinking experiences to determine the research direction and content of this paper, providing a theoretical foundation for the writing of this article.

3.2. Questionnaire survey method

3.2.1. Questionnaire design

Based on the research direction of this paper, a questionnaire was designed. The data from this survey provides important support for future research. The subjects of the survey are both the general public, such as citizens, tourists, students, etc., who have received the questionnaire link or image online and have an understanding of tea drinking, as well as those over 40 years old who are currently engaged in tea drinking activities at the Luyun Tea House (Tiyuxi Store) in Guangzhou.

In the preliminary design phase, the author established the structure of the questionnaire and the way each question is posed, focusing on factors that influence the quality of tea-drinking experiences to formulate and refine questionnaire items, taking into account the significance and feasibility of each question. The design of the five latent indicators in this questionnaire is primarily based on the five dimensions of the perceived service quality evaluation model. Literature related to keywords such as tea-drinking experience and catering satisfaction was reviewed and analyzed. Furthermore, considering the actual business and service conditions of tea markets and teahouses, as well as the author's personal experiences of tea-drinking activities, the indicators of this evaluation model were enriched. The questionnaire was then revised to perfect its layout, and the literature referenced for each question was marked.

3.2.2. Sample Selection and Sampling

The plan is to distribute 380 questionnaires in total, including 100 paper questionnaires and 280 online questionnaires via Questionnaire Star. The specific survey period is expected to be from 8:00-14:00, during the peak tea drinking time when customers are more concentrated, which is conducive to sample selection. The survey location is at Luyun Tea House (Tiyuxi Store) in Guangzhou City.

The subjects of the survey are mainly consumers who have an understanding of tea drinking, as tea drinking is a unique social activity of the people in Guangdong. Therefore, customers of different ages and different occupational types can be seen in tea houses, and they are universal. Before conducting the survey, it is necessary to preliminarily understand the age and occupation of the customers, and try to avoid including too many customers of the same type in the selected samples, which will affect the reliability and validity of the data results. On the other hand, the Internet has the characteristics of fast dissemination speed and wide

dissemination range. Therefore, the selection of samples from the public, such as citizens, tourists, students, etc., who have received the questionnaire link or questionnaire picture on the Internet and have an understanding of tea drinking can improve the efficiency of the survey.

3.2.3. Distribution and Collection of Questionnaires

The methods of this survey are twofold: the first is an online survey, which uses social media software such as WeChat and Wanjuanxing for questionnaire dissemination and collection; the second is an offline survey, which involves printing paper questionnaires and distributing and collecting them from people over 40 years old at the Luyun Tea House (Tiyuxi Store) in Guangzhou. In the actual online questionnaire dissemination and offline survey, the author collected a total of 405 questionnaires. After eliminating 20 invalid questionnaires due to issues such as identical responses, incomplete filling, and unrealistic answers, a total of 385 valid questionnaires were collected, with a validity rate of 95.06%.

4. Questionnaire Data Analysis and Statistics

4.1. Descriptive statistics

The basic situation description of the sample is to analyze the percentage, mean, standard deviation, etc. of the data through intuitive tables, images, etc., and to give a general analysis of the basic situation of the questionnaire in order to understand the basic situation of the survey object. In order to understand the basic situation of consumers, it is necessary to understand the socio-demographic characteristics of consumers, which mainly include three factors: gender, age, and occupation type.

In terms of gender, females (209 people, 54.3%) are slightly higher than males (176 people, 45.7%). In the age distribution, the majority are between 37-54 years old (277 people, 71.9%), mostly those with economic foundations and knowledge of the tea market. In terms of occupation, employees of enterprises and institutions (238 people, 61.8%) are the most numerous, and their regular working hours facilitate participation in tea drinking. In terms of tea drinking frequency, those who go occasionally (215 people, 55.8%) are the majority, and due to regional influences, the habit of irregular tea drinking is significant. In the choice of tea drinking time, weekends (165 people, 42.9%) are similar to irregular times (168 people, 43.6%), with the least on weekdays (8 people, 2.1%), reflecting customers' daily habits and low participation in tea drinking activities on weekdays.

4.2. Regression analysis

The regression model results of the five dimensions of tea market environment, tea brewing, Cantonese tea snacks, tea market service, and tea snack marketing in the quality of tea drinking experience show that the value of R-squared is 0.604, and it is significant at the level of 0.01, indicating that the regression model can explain 60.4% of the variance, and the regression model is effective. The F-value of the model is 115.717 and the significance is less than 0.01, reaching a significant level. Using the stepwise regression method, it can be concluded that the regression coefficients of tea market environment, tea brewing, Cantonese tea snacks, tea snack service, and tea snack marketing are all positive, indicating that these five factors have a positive impact on satisfaction, and are significant at the level of significance <0.05 (as shown in Table 1), that is, the tea market environment, tea brewing, Cantonese tea snacks, tea snack service and tea market marketing have a significant impact on satisfaction. The results of this regression model verify the five hypotheses H1a, H1b, H1c, H1d, H1e of H1, that is, the tea market environment, tea brewing, Cantonese tea snacks, tea snack service and tea market marketing have a significant regression relationship with customers' satisfaction with Cantonese tea drinking.

Table 1 Regression Coefficients and Significance Levels for the Quality of Tea Drinking Experience and Satisfaction Testa

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Standard error	Beta		
(Constant)	0.929	0.141		6.581	0
Tea restaurant environment	0.085	0.042	0.095	2.007	0.045
1 Make tea	0.122	0.056	0.138	2.189	0.029
Cantonese refreshments	0.250	0.063	0.258	3.953	0
Tea Market Service	0.052	0.062	0.058	0.844	0.039
Refreshment marketing	0.269	0.052	0.312	5.130	0

a. Dependent variable: Satisfaction

The regression model results of the five dimensions of tea market environment, tea brewing, Cantonese tea snacks, tea market service, and tea snack marketing in the quality of tea drinking experience show that the value of R-squared is 0.571, and it is significant at the level of 0.01, indicating that the regression model can explain 57.1% of the variance, and the regression model is effective. The F-value of the model is 100.762 and the significance is less than 0.01, reaching a significant level. Using the stepwise regression method, the results in Table 2 are obtained. It can be seen that the regression coefficients of tea snack marketing, tea market environment, and Cantonese tea snacks are all positive, indicating that these three factors have a positive impact on customers' behavioral intentions, and they are significant at the level of significance <0.05 , that is, the impact of tea snack marketing, tea market environment, and Cantonese tea snacks on customers' behavioral intentions is significant. However, when tea market service and tea brewing enter the model, it can be inferred that although the factors of tea market service and tea brewing have a positive impact on behavioral intentions, they are not significant at the level of $p < 0.05$, and do not have significance. The results of the regression model verify the five hypotheses H2a, H2c, H2e of H2, that is, tea snack marketing, tea market environment, and Cantonese tea snacks all show a significant regression relationship with customers' behavioral intentions. However, the hypotheses H2b and H2d are inconsistent with the results, so H2b and H2d fail the verification, that is, tea market service and tea brewing do not show a significant regression relationship with customers' behavioral intentions.

The regression model results for satisfaction can be known that the R-squared value is 0.729, and it is significant at the 0.01 level, indicating that the regression model can explain 72.9% of the variance, and the regression model is effective. The F-value of the model is 1030.15, and the significance is less than 0.01, reaching a significant level. Using the stepwise regression method, the results in Table 3 are obtained. It can be seen that the regression coefficients of satisfaction are all positive, indicating that they have a positive impact on behavioral intention, and they are significant at the $p < 0.05$ level, that is, the satisfaction of customers with Cantonese tea drinking

has a significant impact on behavioral intention. The results of this regression model verify the hypothesis: H3: The satisfaction of customers with Cantonese tea drinking is significantly related to the regression relationship with customer behavior intention.

Table 2 Regression coefficients and significance coefficients a test of tea drinking experience quality and behavioral intention

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Standard error	Beta		
(Constant)	0.930	0.151		6.164	0
1					
Tea restaurant environment	0.108	0.045	0.119	2.407	0.017
Make tea	0.029	0.060	0.032	0.489	0.625
Cantonese refreshments	0.249	0.068	0.250	3.680	0
Tea Market Service	0.043	0.066	0.046	0.641	0.522
Refreshment marketing	0.344	0.056	0.388	6.140	0

a. Dependent variable: Behavioral intention

Table 3 Coefficients and significance levels for satisfaction and behavioral intention regression testsa

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Standard error	Beta		
(Constant)	0.49	0.114		4.285	0
1					
Satisfaction	0.877	0.027	0.854	32.096	0

a. Dependent variable: Behavioral intention

5. Conclusions and implications

5.1. Conclusion

This paper takes Cantonese tea drinking as an example, and the experience of Cantonese tea drinking as the research object. Based on the review, organization, and summary of previous research results, the research approach and model construction are determined. Questionnaires are designed, distributed, and collected, and SPSS 25.0 is used for analysis. The factors affecting the Cantonese tea drinking experience are found to be the tea market

environment, tea brewing, Cantonese tea snacks, tea snack services, and tea snack marketing. At the same time, through correlation analysis and regression analysis, three major relationships are verified, and the hypothesis verification results of Table 4 are obtained:

Table 4 Summary of Research Hypothesis Verification Results

Research Hypothesis	Research Hypothesis
H1: The quality of the Cantonese tea-drinking experience shows a significant regression relationship with customers' satisfaction with Cantonese tea drinking.	Support
H1a: The tea market environment has a significant regression relationship with customers' satisfaction towards Cantonese tea drinking.	Support
H1b: The relationship between tea brewing and customer satisfaction with Cantonese tea drinking is significantly regressive.	Support
H1c: The Cantonese dim sum is significantly related to the regression of customer satisfaction with Cantonese tea drinking.	Support
H1d: The relationship between tea market services and customer satisfaction with Cantonese tea drinking is significantly regressive.	Support
H1e: The marketing of tea and customer satisfaction with Cantonese tea drinking show a significant regression relationship.	Support
H2: The quality of Cantonese tea-drinking experience shows a significant regression relationship with the customer's behavioral intention.	Support
H2a: The tea market environment has a significant regression relationship with customers' behavioral intentions.	Support
H2b: The relationship between tea brewing and customer behavioral intention is significantly regressive.	Not supported
H2c: The Cantonese-style tea snacks have a significant regression relationship with customers' behavioral intentions.	Support
H2d: The relationship between tea market services and customer behavioral intention is significantly regressive.	Not supported
H2e: The marketing of tea and customer behavioral intentions show a significant regression relationship.	Support
H3: The satisfaction of customers with Cantonese tea drinking shows a significant regression relationship with their behavioral intention.	Support

From the examination of the data, 11 of the proposed research hypotheses were approved, and 2 were not. The quality of the Cantonese tea-drinking experience has a relatively obvious predictive effect on customer satisfaction. The validation results show that there is a significant regression relationship between the quality of the Cantonese tea-drinking experience and customer satisfaction, indicating that when the quality of the customer's tea-drinking experience is higher, their satisfaction with drinking tea will be higher. Among the five dimensions of the quality of the Cantonese tea-drinking experience, the dimension of making tea does not significantly affect customer behavioral intentions, nor does the tea market service dimension, suggesting that customers are less sensitive to making tea and tea market services compared to other aspects. Customer satisfaction with Cantonese tea-drinking has a more significant impact on their behavioral intentions, indicating that when customers' satisfaction

with the tea-drinking process has not reached a satisfactory state, if the tea house or tea market has room and opportunities to improve the quality of various aspects in the future, then the customer's intention to drink tea will be higher.

5.2. Inspiration

(1) Design feasible tea-drinking experience featured products

Customers have the proactivity in consumption and experience, actively involving them in the consumption experience. Catering businesses can design feasible tea-drinking experience products, putting themselves in the customers' shoes to consider what kind of experiential products they would like. By combining the freedom and leisure characteristics of tea-drinking activities, efforts should be made to provide customers with opportunities to actively participate in distinctive tea-drinking experiences. For example, offering a variety of tea sets for customers to choose from to brew their own tea; designing theme activities related to tea culture, and preparing snacks related to various types of tea, allowing customers to immerse themselves in it, enhancing the dining pleasure, and achieving good interaction with the guests.

(2) Improve the quality of service of employees

The service personnel of tea houses and tea markets need to have a high sense of service and a spirit of dedication and love for their jobs. Tea drinking activities are often accompanied by more guest interactions. Enhancing the quality of service of these personnel is an important guarantee for services in tea markets and tea houses, and it is also an important way to increase customer satisfaction and customer behavioral intentions. The staff of the tea house should love their work, maintain a positive attitude, shape a good image, master the basic skills of service, and strive to provide customers with personalized tea drinking services, doing their utmost to enhance the tea drinking experience of the customers.

(3) Enriching the marketing forms of teahouses

Each teahouse has its own characteristics and brand culture, and the form of marketing can also integrate these features and brand cultures. There are more and more contemporary marketing channels available, and the hot ones can be combined to design marketing forms. On the one hand, traditional and old marketing channels are reorganized and attempts are made to optimize combinations, while on the other hand, regular promotional activities for the tea experience in teahouses are held. Drinking tea is an experiential activity, so diversified themed experience products can also be designed, creating the core value of each tea product, building an immersive atmosphere in the tea market and teahouses, creating comprehensive personalized sensory experiences, strengthening customers' experiential perceptions, and thereby enhancing customer satisfaction and behavioral intentions.

5.3. Deficiencies and prospects

Shortcomings of this study: When conducting the online questionnaire survey, due to the limited types of people the author can currently contact, the questionnaire was disseminated and completed through the help of friends and family, and human factors always existed; only three analysis methods were used when analyzing the data. Due to the author's limited knowledge and personal abilities, the analysis lacked strong specificity; therefore, the theoretical results are not 100% reliable. The shortcomings in this study need to be continuously improved and learned in future research.

With the increasing number of consumers participating in Cantonese tea-drinking activities, the culture of tea-drinking is continuously thriving. It is believed that through relentless efforts to promote tea culture and tea-drinking activities, more and more Cantonese tea houses and tea markets will focus on, value, and enhance the tea-drinking experience.

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