

The value of perceived servicescape in the leisure cruise experience

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Purpose – The purpose of this paper is to investigate the impact of perceived cruise shipscape on experiential responses, delight and memorability in the cruise context.

Design/methodology/approach – The research proposes a conceptual model comprising four latent variables and thirty-one manifest variables. An empirical survey was carried out on a random cruiser sample disembarking from Naples in 2017 (n = 415). The research hypotheses were tested using structural equation modeling. In a second step, a multi-group analysis was performed to evaluate the moderating effects of residence, past experience and income.

Findings – The empirical study confirmed the predictive role of the perceived cruise shipscape, experiential responses and cruiser delight on future memories, with a greater effect for the first latent construct. Past experience, residence and income also are considered relevant moderating factors.

Practical implications – The results provide critical guidance for marketing managers to achieve successful delivery of an experience-centric service. Marketing managers should increase their attention to elements of the shipscape because they influence the post-consumption stage for passengers.

Originality/value – The study provides an original model to evaluate the impact of service experience innovation drivers on cruisers' emotional responses in the cruise industry.

Keywords: service experience innovation, shipscape, cruise delight, experience memorability

Paper type: Research paper

References (max 1 page)

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