








# “The influence of service quality on visitors of Chengdu public cultural concert on customers’ engagement and loyalty”

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<b>ARTICLE INFO</b>	Wencai Xu, Yaoping Liu, Surachai Traiwannakij and Junaidi Junaidi (2025). The influence of service quality on visitors of Chengdu public cultural concert on customers’ engagement and loyalty. <i>Innovative Marketing</i> , 21(3), 237-250. doi:10.21511/im.21(3).2025.18
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.21(3).2025.18">http://dx.doi.org/10.21511/im.21(3).2025.18</a>
<b>RELEASED ON</b>	Thursday, 18 September 2025
<b>RECEIVED ON</b>	Friday, 07 March 2025
<b>ACCEPTED ON</b>	Tuesday, 26 August 2025
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<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

**44**



NUMBER OF FIGURES

**2**



NUMBER OF TABLES

**3**

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## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Type of the article:** Research Article

**Received on:** 7<sup>th</sup> of March, 2025

**Accepted on:** 26<sup>th</sup> of August, 2025

**Published on:** 18<sup>th</sup> of September, 2025

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**Conflict of interest statement:**

Author(s) reported no conflict of interest

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# THE INFLUENCE OF SERVICE QUALITY ON VISITORS OF CHENGDU PUBLIC CULTURAL CONCERT ON CUSTOMERS' ENGAGEMENT AND LOYALTY

## Abstract

Customer engagement has become one of the main focuses in the management of public cultural services in many countries due to competition in the tourism sector. The study aims to investigate how service quality influences tourists' Chengdu of public cultural concert engagement and loyalty. A total of 527 Chengdu public cultural concert visitors participated in the study by completing structured questionnaires towards purposive sampling. Structural Equation Modeling (SEM) was employed to test research hypotheses. The service quality, as measured by the ARTQUAL dimensions, plays a partially positive and significant role in influencing customer engagement and loyalty. The study further establishes customer engagement as a mediator in the relationship between service quality and customer loyalty. Service quality dimensions, namely brand management, management policy, personal interaction, physical facilities and ergonomics, have a positive and significant effect on customer engagement. Meanwhile, visual management does not have a significant impact on customer engagement. Furthermore, customers' engagement also has a crucial role in influencing customer loyalty and mediates the service quality and customer loyalty. Furthermore, physical facilities play a lesser role in influencing customer engagement.

## Keywords

ARTQUAL, service quality, customer engagement,  
customer loyalty, tourism

## JEL Classification

L84, M14, M31

## INTRODUCTION

Today, in a rapidly evolving business environment, the traditional paradigm of hospitality management is no longer sufficient to enhance customers' engagement and loyalty (Zeithaml et al., 1996). As customer expectations continue to shift, public cultural service managers must adopt innovative approaches to obtain a competitive advantage (Tuominen et al., 2023). Organizations must continuously assess and refine their service offerings to ensure customer satisfaction. The managers can strengthen customer relationships and encourage more profound engagement towards providing customer expectations towards culture exhibitions (Ashfaq et al., 2019). Several cities worldwide have successfully implemented inclusive and participatory approaches to enhance community engagement in cultural service management (Anthony, 2024). These strategies create a sense of belonging, encouraging public involvement in decision-making and service improvement towards collaboration (Tanrikul, 2023). The cultural service providers can tailor experiences to meet diverse audience needs while promoting innovation and creativity, which has a crucial role in expanding cultural tourism. Implementing customer-centered strategies ensures that public cultural services remain relevant and com-

petitive. Ultimately, this approach leads to more meaningful and memorable experiences for visitors, reinforcing their connection to cultural institutions and enhancing overall service quality.

The existing research has extensively explored various aspects of public cultural service systems, including service development and the challenges faced in improving customer behaviour. However, there is a need to assess the effectiveness of new cultural projects and initiatives in enriching public cultural experiences. Chengdu City Concert Hall uses advanced technology to create a great visitor experience. The building is equipped with paradigm lighting control systems, which not only improve operational efficiency but also support various types of performing arts. Programs such as low-cost performances, creative music workshops, and support for local artists are also part of the strategy to attract more community participation. Nevertheless, Chengdu public cultural concert still face challenges to achieve the status of a leading global city.

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## 1. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

One of the primary dimensions in business is marketing. Marketing is the comprehensive process of planning and promoting products or services to meet customer needs and create value for both the customer and the company (Zeithaml et al., 1996). It involves activities like identifying customer needs, developing and pricing products, establishing distribution channels, and communicating with the target audience through advertising, social media, and other promotional tactics (Dewi et al., 2024). The ultimate goal is to attract new customers, retain existing ones, and build lasting loyalty. Understanding, creating, communicating, and giving customers value and satisfaction are the cornerstones of contemporary marketing theory and practice (Yum & Kim, 2024). As a result, a business must understand how to effectively promote a product or service to ensure customers' satisfaction and customers' loyalty (Kotler, 1994). The entirety of a product's or service's attributes that impact its capacity to meet explicit or implicit needs is service quality and customer loyalty (Bonfanti et al., 2023). The consumer is at the core of quality, as this term makes abundantly evident. Hence, business should provide quality if its goods and services have fulfilled or gone beyond the demands, specifications, and expectations of its customer (Irshad et al., 2024). In terms of the comparison of two primary factors – customer's impression of the actual received or perceived service and the actual expected as service quality (Zeithaml et al., 1996) – service can be considered

high quality if the actual experience exceeds the expectations. Customer loyalty is crucial to a business since keeping customers improves financial performance and ensures the company's continuous existence (Huang et al., 2024). The company interacting with customers is essential for establishing customer relationships to be created, communicating, and delivering value and satisfaction to customers, which is vital for fostering loyalty and ensuring long-term success (Tijiang et al., 2023).

Some regions have recognized public cultural services as one of the primary goals for managing and developing customer engagement, acknowledging that client involvement is crucial for the long-term feasibility and advancement of these services (Zhengmeng et al., 2024). This recognition stems from the understanding that engaged customers are more likely to participate in and support cultural initiatives, thereby enhancing the vibrancy and sustainability of cultural offerings (Zarei et al., 2024). However, the level of customer engagement in this sector still shows significant variation globally, indicating that while some regions excel, others struggle to foster similar levels of involvement. According to a Global Consumer Insights survey conducted by PwC in June 2023, only 33% of consumers across various countries subscribe to cultural and entertainment services, highlighting a potential gap in engagement strategies. Notably, the level of customer engagement in the cultural sector is remarkably high in America, reaching 95.6%, while Germany follows closely with 92.2%. This stark difference reflects the challenges faced by some countries in increasing customer engagement in the culture and entertainment sector, sug-

gesting that factors such as cultural policies, accessibility, marketing strategies, and public interest play significant roles in shaping consumer participation (Leotta & Ruggeri, 2022). Addressing these challenges is essential for enhancing engagement and ensuring the sustainability of cultural services worldwide.

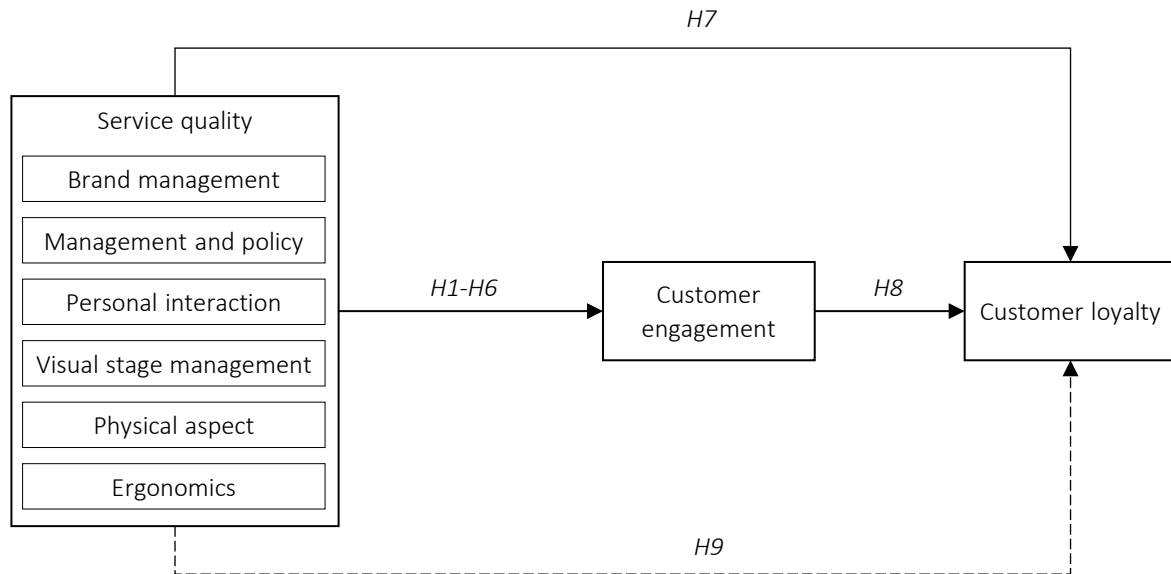
The ARTQUAL instrument's guiding principles are determined by the validity of the literature as well as the applicability of actual quality ideas in aesthetically pleasing settings. Customer satisfaction is an instrument of how well goods and services meet customers' expectations (Kotler & Armstrong, 2018). It describes the last stage of a procedure where clients assess the alleged advantages of utilizing the service. Customer satisfaction must be met if a business wants clients to think highly of its goods or services (Khoo, 2022). Customers' engagement is more likely to enhance customers' loyalty with products that fulfill their wants and needs (Khoo et al., 2024). Customers' willingness to pay extra is significantly positively impacted by their level of satisfaction with the salespeople (Yum & Kim, 2024). With high levels of disclosure on customer satisfaction and relationship management and customer engagement. This illustrates the industry's dedication to upholding client trust and long-term involvement, which is crucial for guaranteeing the viability of businesses (Ishii & Kikumori, 2023). This demonstrates that when clients' requirements are effectively satisfied, the level of service will encourage them to form close relationships and reciprocity.

Service quality is the difference between what the consumer expected and how they felt about the service they received (Parasuraman et al., 1985). Five aspects of service quality namely, tangibles, assurance, responsiveness, empathy, and reliability are included in the SERVQUAL instrument. On the other hand, the gap model, which includes ten service quality dimensions, has become one of the most popular applied measurement models on the market (Pakurár et al., 2019). However, prior research on cultural centers reveals a limited and specific field of study, given that these establishments are regarded as service-providing organizations (Gocer et al., 2024). The SERVQUAL model, which was extended to include more aspects of service quality in the aesthetic settings, was replaced

in the current study by ARTQUAL (Maghsoodi et al., 2019). Since companies that continuously satisfy customer expectations are more likely to retain clients, improving financial performance and sustainability, it makes sense that good service quality and customer loyalty are related.

The concept of customer engagement was first presented to marketing scholars in 2005 (Khoo, 2022). Due to the advantages, it offers, such as increased sales, a more positive image to predict customer loyalty (Cardoso et al., 2022), or the "co-creation" of benefits through customers who are actively involved in interactions with the organization. Customers' non-transactional behaviors are brought to enhance the social climate between a business and its customers (Aldossary et al., 2024). It refers to the customers' emotional, cognitive, and behavioral responses (Mostafa & Kasamani, 2021). Yang et al. (2023) defined behaviors that go beyond transactions at several levels (between consumers and the company). It occurred toward commitment if it is fulfilling and there is a strong emotional bond between customer and company (Junaidi, 2022). Hence, the company needs to build strong and enduring relationships with their customers to build a favourable relationship with perceived value (Tsaour et al., 2023). Customer involvement is considered an innovative technique to explain customer value since it simultaneously increases perceived value and loyalty (Sairanen et al., 2024). In the hospitality industry, customer involvement is essential (Ramlawati et al., 2023). Emotions, thought, and behaviour are all components of the multifaceted concept of engagement (Reeve et al., 2025). It demonstrates that a key precondition for client loyalty is customer engagement. A key component of contemporary corporate strategy is customer engagement, which involves consumers actively interacting with businesses to foster enduring bonds and loyalty.

The objective of this study is to examine the role of service quality in Chengdu public cultural concert dimensions in influencing customer engagement and loyalty. The tourism destination service quality has a fundamental role in influencing visitors' personalized experiences. Furthermore, the service quality dimensions comprise physical. Management, as well as employees' communica-



**Figure 1.** Proposed research model

tion and interaction skills. This investigates how various service quality dimensions, such as brand management, management and policy, employees’ personal interaction, tourism destination visual stage management, physical aspects; and ergonomics, influence visitors’ engagement and loyalty (see Figure 1).

- H1: *Brand management has a positive effect on customer engagement.*
- H2: *Management and policy have a positive effect on customer engagement.*
- H3: *Employees’ personal interaction has a positive effect on customer engagement.*
- H4: *Visual stage management has a positive effect on customer engagement.*
- H5: *The Physical aspect of a tourism destination has a positive effect on customer engagement.*
- H6: *Ergonomics has a positive effect on customer engagement.*
- H7: *Service quality tourism destination dimensions have a positive effect on customer loyalty.*
- H8: *Customer engagement has a positive and significant effect on customer loyalty.*

H9: *Service quality of tourism destinations has a positive effect on customer loyalty, which is mediated by customer engagement.*

## 2. METHODOLOGY

Respondents were divided into groups according to important demographic characteristics, such as gender, age, country, and prior experience with conservation tourism, using a random sample technique. This method includes individuals from a specific group and from a variety of backgrounds, which improves the findings’ generalizability. Visitors to Chengdu’s cultural and conservation attractions, especially those involved in panda-related tourism, made up the target population. Chengdu was chosen as the main site because it is well-known around the world as a hub for panda conservation and cultural legacy, which makes it a perfect place to study how cultural characteristics, customer satisfaction, and pro-conservation goals interact.

The present study put forth the ARTQUAL model to measure service quality measurement. Structural Equation Modeling (SEM) was applied to examine research hypotheses. The SEM result enables to combine expert opinions and empirical data into a well-organized hierarchy and clearly providing a solution. This study is applying a pre-test and pilot test to avoid bias issue (Podsakoff et

al., 2003). This is an online survey was conducted between October 1 and December 31, 2024. Brand management, management and policy, interpersonal communication, visual stage management, form and performance, physical features, and ergonomics are all components of service quality that were taken from Maghsoodi et al. (2019). The customer engagement is referring to Bügel et al. (2011). The customer loyalty includes both behavioral and attitude components adopted from Mandhachitara and Poolthong (2011).

This study involved 527 respondents, with a slight majority being domestic tourists (79.6%), while international tourists constituted 20.4%. The gender distribution was nearly equal, with 47.8% of the respondents being female and 52.2% male, suggesting a balanced representation of perspectives. Most respondents were young adults aged between 31 and 40 years (40.5%), followed by those aged 18 to 30 years (31.3%), 41 to 50 years (22.9%), and those over 50 years (5.3%). This demographic profile highlights that the majority of visitors are young individuals, with a significant proportion of middle-aged participants as well. In terms of occupation, the respondents were primarily students (33.5%), followed by privately employed and self-employed (32.6% and 20.1%), respectively, civil servant (11%) and others (2.8%). This diverse occupational distribution indicates that a wide range of professional backgrounds is represented, providing a more holistic understanding of tourist behavior. Regarding visit fre-

quency, 80.9% of respondents had visited the destination more than twice, while 19.1% were first-time visitors, reflecting a mix of experienced and new visitors (See table 1).

**Table 1.** Respondent demographics

Demographic items	Frequency	Percentage (%)
<b>Gender</b>		
Male	275	52.2
Female	252	47.8
<b>Region of origin</b>		
International	108	20.4
Domestic	419	79.6
<b>Age</b>		
18-30 years old	165	31.3
31-40 years old	213	40.5
41-50 years old	121	22.9
Over 50 years old	28	5.3
<b>Occupation</b>		
Student	177	33.5
Private employee	172	32.6
Self-employee	105	20.1
Civil servant	58	11.0
Others	15	2.8
<b>Frequency of visit</b>		
1 time	101	19.1
More than 2 times	426	80.9

### 3. RESULTS

Table 2 shows a good convergent validity and reliability for all measurement towards the Confirmatory Factor Analysis (CFA) (Byrne, 2016; Hair et al., 2019).

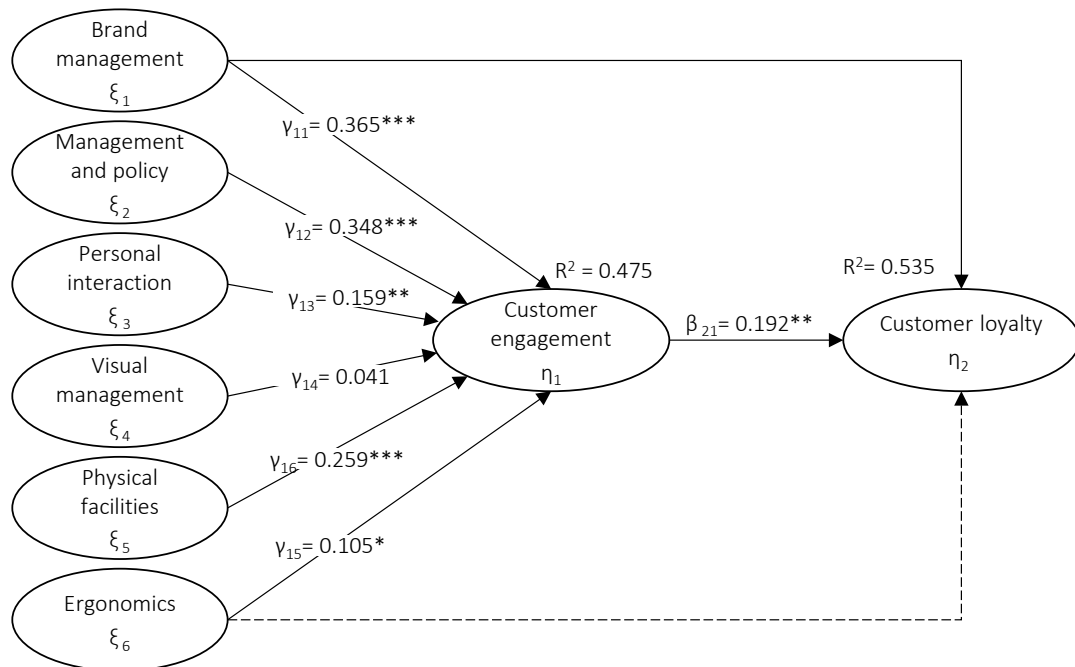
**Table 2.** Measurement results

Constructs	MLE estimates factor loading	MLE estimates measurement error	Squared Multiple Correlation (SMC)	Composite Reliability (CR)	Average of Variance Extracted (AVE)	Cronbach's $\alpha$
<b>Service quality and customer satisfaction</b>						
<b>Brand Management (A1)</b>				<b>0.909</b>	<b>0.714</b>	<b>0.865</b>
BM1	0.865	0.252	0.748			
BM2	0.777	0.396	0.604			
BM3	0.856	0.267	0.733			
<b>Management and policy (A2)</b>				<b>0.779</b>	<b>0.540</b>	<b>0.821</b>
MP1	0.765	0.415	0.585			
MP2	0.699	0.511	0.489			
MP3	0.740	0.452	0.548			
<b>Personal interaction (A3)</b>				<b>0.767</b>	<b>0.525</b>	<b>0.870</b>
PI1	0.775	0.399	0.601			
PI2	0.771	0.406	0.594			
PI3	0.617	0.619	0.381			

**Table 2 (cont.).** Measurement results

Constructs	MLE estimates factor loading measurement error		Squared Multiple Correlation (SMC)	Composite Reliability (CR)	Average of Variance Extracted (AVE)	Cronbach's $\alpha$
<b>Visual management (R1)</b>				<b>0.739</b>	<b>0.587</b>	<b>0.812</b>
PF1	0.742	0.449	0.551			
PF2	0.789	0.377	0.623			
<b>Physical facilities (T1)</b>				<b>0.829</b>	<b>0.618</b>	<b>0.754</b>
PF1	0.778	0.395	0.605			
PF2	0.788	0.379	0.621			
PF3	0.793	0.371	0.629			
<b>Ergonomics (T2)</b>				<b>0.924</b>	<b>0.752</b>	<b>0.889</b>
ER1	0.867	0.248	0.752			
ER2	0.795	0.368	0.632			
ER3	0.908	0.176	0.824			
<b>Customer engagement</b>				<b>0.825</b>	<b>0.756</b>	<b>0.892</b>
CE1	0.867	0.248	0.752			
CE2	0.893	0.203	0.797			
CE3	0.845	0.286	0.714			
CE4	0.785	0.384	0.616			
CE5	0.850	0.278	0.723			
CE6	0.873	0.238	0.762			
<b>Customer loyalty</b>				<b>0.840</b>	<b>0.798</b>	<b>0.915</b>
CL1	0.915	0.163	0.837			
CL2	0.801	0.358	0.642			
CL3	0.776	0.398	0.602			
CL4	0.869	0.245	0.755			
CL5	0.923	0.148	0.852			
CL6	0.865	0.252	0.748			

Note: Model fit:  $\chi^2/df = 3.288$ , GFI = 0.954, NFI = 0.957, CFI = 0.958, IFI = 0.951, and RMSEA = 0.052.



Note: Model fit:  $\chi^2/df = 2.755$ , GFI = 0.948, NFI = 0.952, CFI = 0.953, IFI = 0.953, and RMSEA = 0.051.

**Figure 2.** Structural model results

**Table 3.** Mediation effects

IV	M	DV	IV → DV (c)	IV → M (a)	IV+M → DV		Bootstrapping 95% CI		
					IV (c')	M(b)	Percentile method	Bias-corrected	
BM	CE	CL	0.439***	0.425***	0.433***	0.429***	[0.047, 0.255]	[0.048, 0.256]	
			Standard Error (SE)	0.023	0.022	0.021	0.021		
MP	CE	CL	0.437***	0.489***	0.421***	0.429***	[0.325, 0.522]	[0.352, 0.534]	
			Standard Error (SE)	0.033	0.031	0.034	0.021		
PI	CE	CL	0.337***	0.376***	0.425***	0.429***	[0.334, 0.611]	[0.341, 0.623]	
			Standard Error (SE)	0.030	0.030	0.031	0.021		
VM	CE	CL	0.057	0.453***	0.079	0.429***	[0.376, 0.565]	[0.421, 0.571]	
			Standard Error (SE)	0.427	0.033	0.533	0.021		
PF	CE	CL	0.133*	0.547***	0.037	0.429***	[0.362, 0.532]	[0.385, 0.562]	
			Standard Error (SE)	0.051	0.035	0.025	0.021		
ER	CE	CL	0.527***	0.473***	0.378***	0.429***	[0.492, 0.567]	[0.497, 0.628]	
			Standard Error (SE)	0.027	0.029	0.031	0.021		

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

This study empirically validates that service quality partially has a positive effect on customer engagement. Brand management, management policy, and personal interaction have a positive effect on customer engagement ( $\gamma_{11} = 0.365, p < 0.001$ ;  $\gamma_{12} = 0.348, p < 0.001$ ;  $\gamma_{13} = 0.159, p < 0.001$ ), respectively supporting *H1*, *H2* and *H3*. This study further confirms that visual management has no significant impact on customer engagement ( $\gamma_{14} = 0.041, 0.05$ ), unsupported by *H4*. Interestingly, physical facilities play a lesser role in influencing customer engagement ( $\gamma_{15} = 0.259, p < 0.001$ ), supporting *H5*, and support *H6* towards influencing the ergonomics dimension ( $\gamma_{16} = 0.105, p < 0.01$ ). Furthermore, the visitors' engagement has a positive and significant effect on customers' loyalty ( $\beta_{0.192} = 21, p < 0.01$ ) to support *H8*. It proves that service quality has a greater effect on enhancing customer engagement and emphasizes that basic elements and development element dimensions are indispensable in the quality management system (Figure 2).

This study adopted the mediating variables procedure recommended by Hayes (2018). Table 3 has shown that customer satisfaction has a direct and indirect impact in mediating service quality and customer loyalty to support *H7* and *H9*.

## 4. DISCUSSION

Customers' active participation in the services provided towards service quality and customer engagement. High levels of satisfaction increase the likelihood that visitors will participate in

events, spread the word about the destination, or return as loyal customers. This is consistent with earlier research that demonstrated a significant relationship between brand management and customer engagement (Liu et al., 2023; Xiao & Chen, 2025). This implies that a sense of fulfilment is an emotional catalyst that fosters a closer bond between visitors and the location. It shows a strong impact, suggesting that happy travelers are more inclined to dedicate time and energy to advertising or returning to use the services. Personalized follow-up communications, rewards for social media sharing, or initiatives that promote visitor participation, like loyalty programs or visitor clubs, can all help to foster engagement. Since they are important factors in sustaining visitor engagement after their initial visit, the emotional components of satisfaction, such as feeling respected and appreciated, should also be given top priority.

A well-maintained and visually appealing infrastructure is crucial for improving visitor engagement, as demonstrated by the relationship between visitor contact, visual management, physical amenities, and ergonomics. It demonstrates that when visitors believe the facilities match or are beyond their expectations, they are more inclined to partake in various activities. Tourists' inclination to engage more with their environment is influenced by physical amenities, including ease of access, amenities, and attractive features. A visually appealing and well-equipped physical setting that meets visitors' fundamental needs and offers a fun and engaging experience facilitates more emotion-

al and psychological connection (Gocer et al., 2024; Yum & Kim, 2024; Zhang et al., 2018). Spending money to maintain clean, safe, and attractive facilities can therefore directly impact how engaged guests are during their visit. The strong correlation between customer engagement and service quality highlights how excellent services directly increase travelers' desire to engage with a place on a deeper level. Positive visitor experiences are produced, which motivates visitors to take advantage of the available services and activities. When visitors feel valued and the employees go further than necessary to meet customers' requirements, engagement is increased. It is confirmed that customer engagement is mostly dependent on service quality (Aldossary et al., 2024; Tuominen et al., 2023).

Visitor happiness is significantly influenced by accessible and well-maintained physical infrastructure, as seen by the strong correlation found between physical amenities and customer loyalty. One of the most noticeable features of a tourist destination is its physical infrastructure, which makes the first impression and has a big impact on visitors' loyalty. When visitors feel safe and at ease in a setting with decent amenities, trust and well-being are fostered, which eventually results in increased satisfaction. This research emphasizes how crucial it is to build and manage physical infrastructure with a customer-centric mindset (Baquero, 2023; Tsaour et al., 2023). Improving aesthetics, safety, and convenience can all have a big impact on favourable opinions and raise satisfaction levels. Furthermore, it is crucial to match facility quality with brand expectations because visitors frequently equate the caliber of physical facilities with the general professionalism of the tourism service provider.

The substantial impact that service quality has on customer loyalty emphasizes how important it is to provide high-quality service to enhance tourists' satisfaction. A visitor's opinion of the value they get for their time, money, and emotional commitment is directly impacted by the quality of the services they receive. Positive visitor experiences are influenced by staff responsiveness and dependability, as well as employees' capacity for efficient communication and problem-solving to customers. When visitors believe that the service is sympathetic and attentive to tourists' individual needs, customer satisfaction is likely to rise. Training courses that emphasize active listening, dispute resolution, and customer service techniques can enhance the caliber of interactions visitors have while there. This study supported earlier studies, which found that customer satisfaction is directly correlated to service quality (Hu et al., 2024; Manyanga et al., 2022).

Customer satisfaction acts as a conduit via which the caliber of physical facilities affects customer engagement. The visitors' satisfaction with the physical amenities and visual management plays a crucial role in motivating them to interact with the location more. If visitors are happy with the physical amenities and visual management concept, they are more likely to interact favorably, such as by visiting other sites, participating in events, or recommending the location to others. This research emphasizes how crucial it is to take both direct and indirect effects into account when enhancing consumer engagement. This finding supported early research by Kamboj et al. (2022), Khoo (2022), and Liu et al (2023), who found that physical facilities should also increase tourism happiness.

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## CONCLUSION

This study indicated that the service quality dimensions Chengdu public cultural concert play a different and indispensable role in influencing tourists' engagement. In addition, visitors' evaluation and suggestion have a pivotal role to promote tourism destination based on their personal experience. The visitors' engagement also inevitable in enhancing tourists' psychological well-being and loyalty. However, the customers' loyalty also emerged due to tourism organization employees' personalization and interactions. This emphasizes how important it is for tourism managers to concentrate on visitor happiness since it is a major factor that will eventually result in increased levels of visitor engagement. Emphasis on personalized experiences: It is tailored to each visitor's particular interests and preferences, and managers may boost client happiness and loyalty. Making itineraries unique,

giving loyal customers exclusive discounts, and giving them modest gifts of gratitude can all help tourists feel appreciated, which raises their level of happiness.

This study broadens the theoretical knowledge of how customer engagement increases visitor engagement by linking the gap between service quality and customer loyalty, including emphasizing how crucial it is to handle both the material and immaterial components. It also offers an inclusive sympathy for the factors that influence visitor happiness and engagement by looking at the physical infrastructure and service quality. Services, facilities, and loyalty are all significantly mediated by customer interaction. Making sure visitors are happy is a calculated step to encourage more involvement. Furthermore, personalized interactions and messages encourage customers' engagement and loyalty. A comprehensive strategy for managing tourist attractions is crucial, as demonstrated by the study's practical consequences.

Tourism management may effectively increase visitor engagement and loyalty towards increasing customer satisfaction and improving physical facilities and service quality. In order to generate memorable experiences, it is crucial to regularly assess and respond to client needs through both tangible and intangible service components, integrate justifiable and personalized methods, and cultivate emotional ties. In addition to ensuring justifiable expansion and competitive advantage in the tourism industry, this will boost visitor engagement. Given the correlation between consumer engagement and loyalty, tourism managers must actively foster engagement through various strategic activities once service quality has a positive impact on customer satisfaction. Creating interactive programs like seminars, guided tours, or cultural immersion events might help draw in more visitors and inspire them to talk about their satisfying travels. In order to offer genuine experiences that evoke strong feelings in tourists and encourage emotional involvement, tourism operators ought to think about collaborating with local populations.

This study ignores cultural differences in favor of concentrating on visitors. Future studies could look into how perceptions of engagement, contentment, and service quality are influenced by cultural origins. Tourism management would benefit from this cross-cultural examination by being able to customize services for a variety of visitor groups. In order to gain a more nuanced understanding of what motivates engagement for various tourist types, future research could examine how different motivations affect these relationships. These avenues of inquiry could also offer additional insights into the complexities of tourist behavior, which could lead to more focused and efficient tourism management strategies. Future studies also need to confirm how emotional involvement influences travelers' spending habits and behavioral intentions, including advocacy. This could entail evaluating the emotional bonds visitors make while there using psychometric instruments.

## AUTHOR CONTRIBUTIONS

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## ACKNOWLEDGMENT

Conflict of interest: The authors declare that they have no conflict of interest.

## ETHICAL APPROVAL

Ethical approval was not required as the study did not involve human participants.

## FUNDING

This research has not received funding.

## INFORMED CONSENT

Informed consent was not required as the study did not involve human participants.

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## APPENDIX A

### Service quality

#### Brand management (A1)

1. I am satisfied with the brand of the Chengdu city concert.
2. I am satisfied with the economic value of the existing concert.
3. I am satisfied with the inspiration and invention in the special billboard the concert.

#### Management and policy (A2)

4. I am satisfied with the time administration considering the schedule, start and finish time of the Chengdu city concert.
5. I am satisfied with the location of the Chengdu city concert.
6. I am satisfied with the accommodations and additional services of the public cultural Chengdu city concert.

#### Personal interaction (A3)

7. I am satisfied with the contribution and responsibility of the artist(s).
8. I am satisfied with the skills and support of the staff of the Chengdu city concert.
9. I am satisfied with the appearance of the artist(s) and the aesthetics of the concert.

#### Visual stage management (R1)

10. I am satisfied with the effect of painterly arts of the Chengdu city concert.
11. I am satisfied with the Chengdu city concert music and special preparation of the area.

#### Physical aspects (T1)

12. I am satisfied with the appearance of the interior and exterior of the Chengdu city concert.
13. Are you satisfied with the utilization of the latest state-of-the-art and high-quality audiovisual facilities in the Chengdu city concert?
14. I am satisfied with the atmosphere, environment and performance of the theater hall.

#### Ergonomics (T2)

15. The Chengdu city concert is convenient and comfortable for visitors.
16. The entrance and departure points, the seating/standing area's moving routes, and the display areas are ease of access and mobility.
17. The concert space and the seating/standing areas are convenience for visitors.

#### Customer engagement (dedication and vigor)

1. I have a confidential relationship with Chengdu city concert.
2. I attach much value to Chengdu city concert.
3. I have a good experience with Chengdu city concert.
4. I am very enthusiastic about Chengdu city concert.
5. I feel strong sense of belonging with Chengdu city concert.
6. I find that the Chengdu city concert is much of meaning and purpose.

## Customer loyalty

### **Attitudinal loyalty**

1. I will to say positive belongings about Chengdu city concert to other people.
2. I recommend Chengdu city concert to someone who seeks advice.
3. I continue to attend Chengdu city concert.

### **Behavioral loyalty**

4. I will definitely keep attend public cultural of Chengdu city concert.
5. I will attend public cultural of Chengdu city concert the next time.
6. I have few options that I would consider other than Chengdu cultural concert.