

Understanding Cruise Passengers' On-board Experience throughout the Customer Decision Journey

Authors : Sabina Akter, Osiris Valdez Banda, Pentti Kujala, Jani Romanoff

Abstract : This paper examines the relationship between on-board environmental factors and customer overall satisfaction in the context of the cruise on-board experience. The on-board environmental factors considered are ambient, layout/design, social, product/service and on-board enjoyment factors. The study presents a data-driven framework and model for the on-board cruise experience. The data are collected from 893 respondents in an application of a self-administered online questionnaire of their cruise experience. This study reveals the cruise passengers' on-board experience through the customer decision journey based on the publicly available data. Pearson correlation and regression analysis have been applied, and the results show a positive and a significant relationship between the environmental factors and on-board experience. These data help understand the cruise passengers' on-board experience, which will be used for the ultimate decision-making process in cruise ship design.

Keywords : cruise behavior, customer activities, on-board environmental factors, on-board experience, user or customer satisfaction

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