

The Effect of Physical Evidence of Themed Casino Hotels on Customer Value and Satisfaction

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Abstract : Physical evidence has emerged as an important concept for understanding customers' behavior in the service industry. While it is still not clear about the effect of physical evidence of themed casino hotels on customer value and satisfaction. After deciding on the research context, the processes of this research started with a review of literature in three subject areas: physical evidence, customer value, and customer satisfactions. Insights from the literature review and pilot interviews are important input that informs the development of the specific research questions. Data collection for this research will be done for two studies: a photo elicitation study and an in-depth interview study.

Keywords : casino, customer value, customer satisfaction, hotel, physical evidence

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