

## **Exploring the Correlations among Service Encounter, Customer Perceived Value, Purchase Intention in Hospitality Industry**

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**ABSTRACT** Service in hospitality is a business with higher experience qualities, pursuing the final objective of consumer satisfaction with service quality. In this case, various hospitality businesses have actively provided excellent core services and favorable and complete service model to enhance the customer service quality, promote the word-of-mouth with customer satisfaction, and absorb more customers. Human factors in promoting service quality or enhancing customer satisfaction are hard to control, and most services are delivered by people that the close contact between service providers and customers is involved in the service delivery process. Such contact opportunities would affect the evaluation process and emphasis of served customers. Customers of The Grand Hotel Kaohsiung are the major research participants in this study. Total 300 copies of questionnaires are distributed, and 213 valid copies are retrieved, with the retrieval rate 71%. The research results show the significant correlations between 1.Service Encounter and Customer Perceived Value, 2.Customer Perceived Value and Purchase Intention, and 3.Service Encounter and Purchase Intention.