The Relationship between customer participation and customer experience.

" An empirical study on hotel customers in the Arab Republic of Egypt "

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Abstract

This study is aimed to investigate the relationship between customer participation and customer experience. Also, the effect of customer participation on customer experience. by focusing on the hotel Customers in the Arab Republic of Egypt. According to literature review, an analytical model is developed as a guidance to test the relationship between the research variables. Sample Size is 411, and the valid questionnaires are 399,by an estimated 86.77% % Of the total Sample Size. The findings shows There is a significant, positive, relationship between all customer participation dimensions (Information seeking, Information sharing, Responsible behavior, Personal Interaction) and customer experience. Also, there is a significant positive effect of customer participation dimensions (Information seeking, Information sharing, Responsible behavior, Personal Interaction) on customer experience. The study also finds that there are no significant differences between customers opinions toward study variables according to their demographic characteristics (gender, age, level of education and hotel category).

ملخص البحث:

تسعي هذه الدراسة لبحث العلاقة بين مشاركة العملاء و خبراتهم الفندقية بـــالتطبيق علــى عمــلاء الفنــادق بجمهورية مصر العربية . وقد بلغ حجم العينة ٤١١ مفردة في حين أن عدد الاستمارات الصحيحة التي تــم إدخالها الى البرنامج ٣٩٩. أظهرت نتائج الدراسة إلى وجود إرتباط إيجابي بين مشــاركة العمــلاء و خبــرة العملاء. و أيضا وجود تأثير إيجابى معنوى لمشاركة العملاء علي خبرة العملاء. كما أنة لا توجد أي فــروق معنوية ذات دلالة إحصائية بين أراء العملاء نجاه متغيــرات الدراســة وفقــا لخصائصــهم الديموغرافيــة (الجنس،العمر، مستوي التعليم و تصنيف الفندق).

Keywords: customer participation, customer experience.

Introduction

A vital tendency in services marketing today is Customer participation phenomenon (Bagherzadeh et al., 2020). Customer participation refers to customers involvement into the production and delivery of a service in order to allow further customization and control over the service (Lusch et al., 2007 ; Dong and Sivakumar 2017; Li and Pu 2020), Academics suggest that customer participation could be the next frontier for competing in the market (Bendapudi and Leone, 2003) .

Customer participation, or the active involvement of customers in service production and delivery, is becoming increasingly valuable for both customers and organizations, especially in the existence of technology, which helped companies to communicate more effectively with the largest number of customers and provides them with superior services (Naeem and Maria 2021). Also, new technology helped customers get more accurate information faster.

Technology is a useful way to engage customers in a way that goes beyond giving feedback. involvement In addition, customer participation gives those who were involved in service production and delivery the opportunity to contribute to the culture of service, express their desires for new services, and raise awareness of issues important to them . In today's increasingly competitive and specialized global market, the success of service organizations depends largely on their ability to deliver experiences that consistently satisfy customers (Garg et al., 2012). So, organizations pay great attention to their customers experiences (Ford 2001; lemon and verhoef 2016) .

Customer experience refers to the customer's perception of all confrontations between him and the organization before, during and after the purchase or service period. A customer experience occurs when an actual or potential customer interacts with the company directly or indirectly through any point of contact, even when the company does not intentionally provide it. Moreover, customers experiences are subjective and jointly produced by customers, so that customers have the ability to gain their own experience. At the present time, customer experience is a concept that indicates the organizations performance. Creating an interactive experience is a hallmark of any organization and delivering a great experience is critical to its success.

The organizations urgent need to focus on their Customer experiences highlights the importance of designing and managing customer experience in a variety of industries, especially customer-centric industries such as hotels (Rahimian et al., 2020) . From the above, its becomes obvious the importance of both Customer participation and Customer experience.

There are several things we do not know yet regarding the relationship between Customer participation and Customer experience, therefore the researcher is seeking in this study to determine the relationship between customer participation and customer experience.

Research Purpose
The purpose of this study is to gain a more in-depth understanding of the relationship between customer participation and customer experience and their effect on each other.

Literature Review
Customer participation:
Traditionally, customers were regarded as passive recipients of services provided by organizations. Recently, organizations have also sought to understand customer behaviors in order to deliver better services. With this shift in marketing thought, organizations embraced the concept of customer participation (Chan et al., 2010; Bu¨ttgen et al., 2012).

Several researchers have proposed definitions of Customer participation in services production, and most of the definitions are similar. A customer's participation in a service is generally how much he or she is involved in the production and delivery of that service (Cermak et al., 1994 ; Bu¨ttgen et al., 2012 ; Dabholkar, 2015 ; Yang, 2019) .

Fang (2008) refers to Customer participation as the degree to which the customer involved in the process of developing the new product of the manufacturer . In addition , Customer participation is the act of customer's active involvement with any stages of service process (provision, production , presentation and evaluation of the service) , either physically, behavioral, emotional or by sharing information (Uzkurt,2010) .

According to (Yi and Gong, 2008: Yi et al., 2011) Customer participation behavior refers to only the necessary required behavior for service creation success.

Also, The customer participation concept is described by Yi and Gong (2013) as the required behavior that is essential to the successful co-creation of value.

In this study the researcher will adopt the concept of customer participation from the narrow sense and define it as the necessary customer's involvement and engagement in service production and delivery process in order to succeed in creating value.

Customer experience :

Customer experience is considered to be key concept in marketing today and plays an essential role in organizations success (Palmer, 2010) . Pine and Glimore (1998) state that experiences are a distinct economic offering which appears as an advanced step after purchasing product or service and it occurs when a company intentionally uses services in a way that creates memorable experiences. Schmidt (1999) think that experiences occurs as a result of confrontation, passing or living through things. It provides sensory, emotional, cognitive, behavioral, and relational values that replace functional values .

Beside that Meyer and shwagr, (2007) define customer experience as something that is subscribed by customer instead of company . customer experience is the internal and subjective response customers have to any direct or indirect contact with the company . Also, Klaus and maklan (2013) stated that customer experience is the customer's cognitive and affective assessment of all direct and indirect encounters with the firm relating to their purchasing behavior . Also, Sharma and Chaubey (2014) defined customer experience as the sum of all experiences a customer has with a supplier of goods and / or services , over the duration of their relationship with the supplier . More importantly, customer experience is the evolvement of persons to a firm or brand by living through a journey of touch points along repurchase situations and continually judging this journey against response thresholds of co-occurring experiences in a person's related involvement (Homburg et al., 2017) . In other words, the customer experience is created through the elements that the service provider controls (service interface, atmosphere, assortment, price) and other elements that cannot be controlled, such as the vulnerability to the other customer experience (Mccoll-kennedy et al., 2015).

Although, the definitions varies according to the definer, but interaction is the key features in most definitions . through combining views of the main researchers in the field the researcher defined customer experience as the customer's perception of all confrontations between him and the organization

before, during and after the purchase or service period . customer experience occurs whenever the customer, actual or potential , interacts with the company directly or in directly through any touch point, even when the company does not internationally provide it . Moreover, customer experiences are subjective and are produced jointly by customers, so customers have the ability to gain their own expertise.

Research Gap:

Based on literature review, the researcher noticed that: There are no previous studies explored the relationship between customer participation and customer experience .

Research Questions:

RQ1: Is there is an effect of customer participation on customer experience?

Research Hypothesis:

H1: There is an effect of customer participation dimensions on customer experience.

H1a: There is an effect of information seeking on customer experience.

H1b: There is an effect of information sharing on customer experience.

H1c: There is an effect of responsible behavior and customer experience.

H1d: There is an effect of personal interaction on customer experience.

So that, the researcher can show the Relationships between Variables through research model as shown in the following Figure (1):
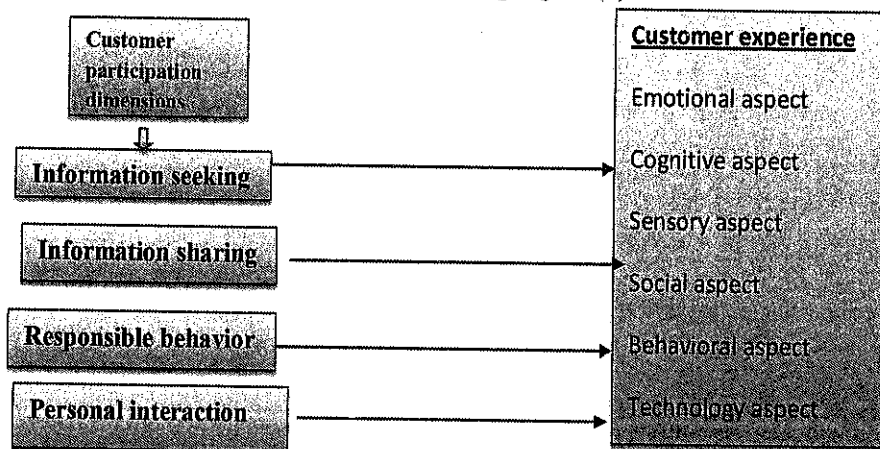

Figure (1) Conceptual framework for the Relationship between Research Variables

Source: Prepared by the Researchers based on Literature Review

Research Methodology

Research Approach

The appropriate approach implemented in this study is the deductive research approach since the study examines theoretical concepts with empirical data. In this study a quantitative research approach is implemented since the purpose of this study is to gain knowledge about an entire population. Further, this study strives not to gain deeper knowledge about the studied variables but to assess the relationship between the variables to support or reject the hypotheses in this study.

Research Design

The current study adopted the survey strategy for its compatibility with the deductive approach, as well as with quantitative research that was used in data collection.

Data Sources

There are two different types of sources of information that are commonly used in research. These types of data sources include secondary and primary data. In this study, secondary data is collected from the previous literature review. Primary data sources will be used from customers of hotels in Arab republic of Egypt.

Data Collection Method

The current research used the self-administered questionnaire that is delivered electronically via Google form and collected later to make it available to a large number of hotel's customers.

Data Collection Instrument
Questionnaire Design and Measuring Research Variables

The main types of questionnaire can be divided into: structured, unstructured, and semi-structured (Acharya, 2010). In the Structured questionnaires the questions have a pre-code and asked in a specific sequence, as well as it more suitable for the quantitative data, additionally it is easy to administer, offer consistency in respondent's answers, and facilitate data management.

Survey questions can be categorized into three main types: open-ended, closed, and contingency. Under the closed questions, the respondent is required to select only one answer from a set of choices. The answers may also take the

form of yes/no choices. Consequently, several advantages can be obtained from using closed questions such as the ease and speed by which answers are obtained from respondents, respondents are constrained by a specific set of answers, and they offer the opportunity to include more variables because they take less time to be answered than the open ended questions. Basically, the study depended on the closed-ended questions format in designing the questionnaire to benefit from the above mentioned advantages (Siniscalco and Auriat, 2005).

Variables Measurement

In this section, the researcher will present the measures of constructs utilized in this study. The independent variable which is Customer Participation includes the following dimensions: information seeking, information sharing, responsible behavior and personal interaction. In addition, the dependent variable is customer experience which is classified into six dimensions, namely emotional, cognitive, sensual, social, behavioral and technological issue. The constructs employed in this study are measured by five-point Likert scale with choices ranging from"1=strongly disagree" to "5=strongly agree".

Customer Participation:

Customer Participation is measured by a construct which involves 17 items proposed by (Yi and Gong, 2013). This study categorizes Customer Participation into information seeking was measured by items from 1 – 4, while the second dimension (information sharing) measurement items ranging from 5 – 8, and the third dimension (responsible behavior) measured by items from 9 – 12, finally the fourth dimension (personal interaction) measured by items from 13 – 17. The measurement items are shown in table (1) as follow:

Table (1): the measurement items of Customer Participation

construct		Measurement Items	Reference (s)
information seeking	1	I asked others (former hotel customers) for information about what the hotel had to offer.	Yi and Gong, 2013
	2	I searched for information about hotel's location.	
	3	I paid attention to how others (former hotel customers) behave to use this hotel service well.	
	4	I searched for information about hotel before choosing it from ads, magazines and websites	
information sharing	5	I clearly explained to the hotel staff what I wanted him to do.	
	6	I gave the hotel employee proper information.	

construct		Measurement Items	Reference (s)
	7	I provided necessary information to hotel staff about what I wanted so employee could perform his or her duties.	
	8	I answered all the hotel's employee's questions regarding hotel services	
responsible behavior	9	I performed all the tasks that are required.	
	10	I adequately completed all the expected behaviors.	
	11	I fulfilled responsibilities to the hotel	
	12	I followed the employee's directives or orders.	
personal interaction	13	I acted amicably with the hotel staff.	
	14	I was kind to the hotel staff.	
	15	I was polite to the employee.	
	16	I was courteous to the employee.	
	17	I didn't act rudely to the employee.	

Customer Experience:

This study depended on (Pekovic and Rolland, 2020) scale, to measure Customer Experience developed a 30-item scale where the first 6 items ranging from 18 to 23 were designed to measure emotional issue, while the items from 24 to 28 were designed to measure the cognitive issue, and the items from 29 to 34 were designed to measure the sensual issue, and the items from 35 to 39 were designed to measure the social issue, and the items from 40 to 43 were designed to measure the behavioral issue, finally the items from 44 to 47 were designed to measure the technological issue. The items used in measuring social innovation are presented in table (2) as follow:

Table (2): the measurement items of Customer Experience

construct		Measurement Items	Reference (s)
Emotional issue	18	I feel calm at the hotel.	Pekovic and Rolland, 2020)
	19	I received a warm welcome from the hotel.	
	20	I feel good about the hotel.	
	21	I'm happy at the hotel.	

	22	I am enthusiastic to the hotel.
	23	I feel a sense of harmony with the hotel.
Cognitive issue	24	The quality of the hotel services are easy to evaluate.
	25	I can trust the hotel services.
	26	The services provided by the hotel are superior quality.
	27	This hotel's services are reasonably priced.
	28	The advertising of this hotel is providing consumers with essential information.
Sensual issue	29	The overall lighting at the hotel is pleasant.
	30	The cleanliness of the store attracts me towards the hotel .
	31	Hotel is airy.
	32	Hotel smells good.
	33	hotel colors are fine.
	34	The hotel brings all elements together into a harmonious whole.
Social issue	35	I'm having a nice social experience.
	36	I feel like I'm part of the hotel community.
	37	Get to know other agents.
	38	I develop relationships with employees.
	39	I interact socially inside the hotel.
Behavioral issue	40	I spend a lot of time sharing information about my needs and opinions with hotel's staff.
	41	I express my personal needs to hotel's staff during the service process.
	42	I always provide suggestions to the staff for improving the service outcome.
	43	I have a high level of participation in the service process.
Technological issue	44	The hotel's websites provide the information I need.
	45	My personal information exchanged while using hotel's websites is correctly used.
	46	I feel safe using my hotel's website.
	47	Access to hotel's website and using it is easy and simple.

Population and Sampling

Population refers to all cases which are characterized by a specific phenomenon, so for facilitating the analysis the researchers depend on a sample representative of the entire Population (Saunders, et al., 2019).Sampling techniques offer the researcher the ability to collect data from a sub-group instead of the complete population or census. Kothari (2004) stressed that using samples has several advantages, such as saving time and money, and the ability to generalize the results to the whole population. In order to generalize the sample results to the whole population, the study must depend on a sufficient sample size. Such generalization significantly contributes to enhancing the study's external validity. The population of the current study is all hotels' customers. According to Acharya et al. (2013), there are two main sampling techniques: probability sampling (representative sampling) and non-probability sampling. Basically, the current study utilized the probability sampling technique. Under probability sampling each item of population has an equal and a known chance or probability to be selected. Thus, Probability sampling allows the generalization of the findings to the entire population. Consequently, probability sampling is the most common sampling technique related to survey based research.

Sampling Technique

Probability sampling is divided into five major types: simple random sampling, systematic random sampling, cluster sampling, multiphase sampling, and multistage sampling. In the simple random sampling each item of population has an equal probability of being selected. Moreover, this type of sampling requires the researcher to have a complete sample frame. In addition, it increases the external and internal validity and it facilitates data analysis (Acharya et al. 2013). Therefore, based on the above advantages, the current study depended on the random sampling technique to collect data from the targeted population.

The researcher directed the questionnaire to the hotels' customers. In order to increase the questionnaire response rate, the researcher connected with the customers and discussed the objective of the study and the questionnaire's contents with them. Basically, the questionnaire was directed to 461customers, only 432 of them accepted the questionnaire. Finally, the researcher collected only 411 questionnaires with a response and including them 12 uncompleted questionnaire, then became only 399 questionnaires were statistically valid and free of missing data with a response rate 86.77% (399/461). Consequently, the researcher can show the procedure of collecting from the following table:

Hotel Category	Distributed Questionnaires	Received Questionnaire	percentage of received to distributed	Non Received Questionnaire	percentage of non received to distributed	Questionnaire without response	uncompleted Questionnaire	Final Sample	percentage of Final Sample to distributed
One star	5	2	40%	3	60%	1	1	0	0%
Two stars	7	3	42.86%	4	57.14%	2	1	0	0%
Three stars	31	25	80.65%	6	19.35%	6	8	11	35.48%
Four stars	161	155	96.27%	6	3.73%	7	1	147	91.93%
Five stars	257	247	96.11%	10	3.89%	5	1	241	93.77%
Total	461	432	93.71%	29	6.29%	20	12	399	86.77%

Reliability

Reliability refers to the ability of the questionnaire to elicit the same results if it was repeated after a specific period of time but under identical conditions. Thus, reliability, in general, is an indicator of the consistency of the measure (Questionnaire) (Postlethwaite, 2005). The most widely used measure of reliability is the Cronbach alpha where questionnaire is said to be reliable if the value of Cronbach's alphais greater than or equals 0.7 (Hair et al., 2010). One of the most common measures of reliability is the value of corrected item- total correlations which measures the extent to which each item in the scale is related toother items. Such value is obtained from Cronbach reliability test where good internal consistency exists when the value of corrected item-total correlation is equal to or greater than 0.3 (Pallant, 2007). The following tables show that the value of corrected item-total correlation for all items lies above 0.3 which constitutes good internal consistency. The researcher directed the questionnaire to a sample of 38students who are required to complete it through Google form by internet. The responses were utilized toassess the validity and reliability of the questionnaire. The results of both Cronbach's alpha and correcteditem-total correlation for each construct are summarized in the following table as follow:

Table (4): Corrected Item-Total Correlation and Cronbach's Alpha for all variables

Dimensions	Measurement Item	corrected item-total correlation	Cronbach's Alpha if item deleted	Reliability	
				No. of Questions	Total Cronbach's Alpha
information seeking	1	0.643	0.598	4	0.652
	2	0.686	0.622		
	3	0.775	0.526		
	4	0.717	0.598		
information sharing	5	0.750	0.598	4	0.701
	6	0.673	0.687		
	7	0.731	0.637		
	8	0.761	0.624		
responsible behavior	9	0.690	0.619	4	0.678
	10	0.684	0.629		
	11	0.735	0.603		
	12	0.742	0.594		
personal interaction	13	0.706	0.702	5	0.752
	14	0.617	0.738		
	15	0.661	0.762		
	16	0.797	0.659		
	17	0.777	0.671		
Independent Variable: Customer Participation				17	0.889
emotional issue	18	0.763	0.816	6	0.843
	19	0.788	0.806		
	20	0.670	0.841		
	21	0.815	0.800		
	22	0.744	0.816		
	23	0.721	0.822		
cognitive issue	24	0.853	0.825	5	0.869
	25	0.832	0.832		
	26	0.674	0.880		
	27	0.853	0.826		
	28	0.825	0.835		
sensual issue	29	0.621	0.823	6	0.790
	30	0.745	0.753		
	31	0.767	0.737		
	32	0.807	0.720		
	33	0.688	0.766		
	34	0.825	0.713		
social issue	35	0.680	0.640	5	0.700

	36	0.588	0.703		
	37	0.742	0.612		
	38	0.712	0.634		
	39	0.652	0.661		
behavioral issue	40	0.674	0.644	4	0.618
	41	0.738	0.486		
	42	0.733	0.485		
	43	0.605	0.573		
technological issue	44	0.821	0.653	4	0.750
	45	0.685	0.737		
	46	0.807	0.652		
	47	0.706	0.711		
Dependent Variable: Customer Experience				30	0.951

Table (4) shows some results for all variables as follow:

- For the Independent Variable Customer Participation the Cronbach's alpha is 0.889which represents a goodindicator of the reliability of this construct. While the Cronbach's alpha is 0.652, 0.701, 0.678, 0.752 for the four dimensions respectively (information seeking, information responsible behavior, personal interaction) which also means high level of reliability for all dimensions.
- For the dependent Variable Customer Experience the Cronbach's alpha is 0.951which represents a goodindicator of the reliability of this construct. While the Cronbach's alpha is 0.843, 0.869, 0.790, 0.700, 0.618, 0.750 for the six dimensions respectively (emotional, cognitive, sensual, social, behavioral and Technological issues) which also means high level of reliability for all dimensions.
- Additionally, the value of corrected item- total correlation of all items exceeds 0.3 which constituted good internal consistency.

Sample Description

This section outlines the characteristics of the sample concerning the Client's age, gender, education, hotel category. These characteristics are presented in table (5):

Table (5):Sample description for the customers (N=399)

Demographic Characteristics		Frequency	Percentage	Cumulative Percentage
Gender	Male	145	36.34%	36.34%
	Female	254	63.66%	100.00%
Age	From 20 to 29	92	23.06%	23.06%
	From 30 to 39	147	36.84%	59.90%
	From 40 to 49	99	24.81%	84.71%
	From 50 to 59	61	15.29%	100.00%
	more than 60	0	0.00%	100.00%
Education	less than Diplom	0	0.00%	0.00%
	Diplom	1	0.25%	0.25%
	Bachlor degree	388	97.24%	97.49%
	Bost graduated	10	2.51%	100.00%
Hotel Category	one star	0	0.00%	0.00%
	two stars	0	0.00%	0.00%
	three stars	10	2.51%	2.51%
	four stars	148	37.09%	39.60%
	five stars	241	60.40%	100.00%

- According to Table (4.1), 63.66 % (254) female, followed by 36.34% (145) males. Additionally, there is23.06% (92) who have ages between 20:29, and 36.84% (147) who have ages between 30:39, and 24.81% (99) who have ages between 40:49, finally 15.29% (61) who have ages between 50:59.
- In terms of Education, the highest distribution was related to Bachelor degree by 97.24% (388), followed by 2.51% (10) related to Post Graduated, finally 0.25% (1) related to Diplom. In the context of hotel category, the highest percentage was for the five stars hotels by 60.40% (241), then the four stars hotels by 37.09% (148), finallythe three stars hotels by 2.51% (10).

Assessing the correlation coefficients among variables' dimensions:

In statistics, the Pearson correlation coefficient (PCC) — also known as Pearson's r, the Pearson product-moment correlation coefficient (PPMCC), the bivariate correlation, or colloquially simply as the correlation coefficientis a measure of linear correlation between two sets of data. It is the ratio between the covariance of two variables and the product of their standard deviations; thus it is essentially a normalized measurement of the covariance, such that the result always has a value between −1 and 1. As with covariance itself, the measure can only reflect a linear correlation of variables, and ignores many other types of relationship or correlation. In this study, Pearson's correlation among variables' dimensions can be shownin table (4-7).The results included in this table ensure a positive significant relationship among all dimensions for each variable. Additionally, the results ensure a positive significant relationship between Customer participation and customer experience where (R=843). In addition, the strongest relationship among the customer participation dimensions and customer experience dimensions is the relationship between (personal interaction and emotional issue, where R = 0.744). Therefore, H1 which represents the relationship among dimensions of the Research Variables (customer participation and customer experience) was totally accepted because of the positive significant relationship among all variables' dimensions as follow:

H1a: There is a relationship between information seeking and customer experience.

H1b: There is a relationship between information sharing and customer experience.

H1c: There is a relationship between responsible behavior and customer experience.

H1d: There is a relationship between personal interaction and customer experience.

Table (6): Pearson correlation Matrix

Variables	information seeking	information sharing	responsible behavior	personal interaction	Customer Participation	emotional issue	cognitive issue	sensual issue	social issue	behavioral issue	Technological issue	Customer Experience
information seeking	1											
information sharing	.701**	1										
responsible behavior	.622**	.638**	1									
personal interaction	.568**	.671**	.594***	1								
Customer Participation	.835**	.881**	.835**	.850**	1							
emotional issue	.621**	.684**	.576***	.744**	.777**	1						
cognitive issue	.535**	.555***	.545***	.621**	.667**	.717**	1					
sensual issue	.603**	.679**	.585***	.740**	.772**	.939**	.644**	1				
social issue	.638**	.653***	.743**	.685**	.800**	.726**	.825**	.628**	1			
behavioral issue	.505**	.560**	.563**	.714**	.696**	.629**	.664**	.694**	.658**	1		
Technological issue	.628**	.653**	.595**	.656***	.745**	.836**	.666**	.865**	.723**	.653**	1	
Customer Experience	.668**	.716**	.680**	.787**	.843**	.920**	.865**	.904**	.839**	.837**	.900**	1

**. Correlation is significant at the 0.01 level (2-tailed).

hypotheses testing the direct effect of customer participation on the customer experience:

In statistical modeling, regression analysis is a set of statistical processes for estimating the relationships between a dependent variable (often called the 'outcome' or 'response' variable) and one or more independent variables (often called 'predictors', 'covariates', 'explanatory variables' or 'features'). The most common form of regression analysis is linear regression, in which one finds the line (or a more complex linear combination) that most closely fits the data according to a specific mathematical criterion. For example, the method of ordinary least squares computes the unique line (or hyper plane) that minimizes the sum of squared differences between the true data and that line (or hyper plane). For specific mathematical reasons, this allows the researcher to estimate the conditional expectation (or population average value) of the dependent variable when the independent variables take on a given set of values. Less common forms of regression use slightly different procedures to estimate alternative location parameters (e.g., quantile regression or Necessary Condition Analysis) or estimate the conditional expectation across a broader collection of non-linear models (e.g., nonparametric regression).

Regression analysis is primarily used for two conceptually distinct purposes. First, regression analysis is widely used for prediction and forecasting, where its use has substantial overlap with the field of machine learning.Second, in some situations regression analysis can be used to infer causal relationships between the independent and dependent variables. Importantly, regressions by themselves only reveal relationships between a dependent variable and a collection of independent variables in a fixed dataset. To use regressions for prediction or to infer causal relationships, respectively, a researcher must carefully justify why existing relationships have predictive power for a new context or why a relationship between two variables has a causal interpretation. The latter is especially important when researchers hope to estimate causal relationships using observational data.

In this regard, the researcher can use regression analysis to predict the effect of customer participation on the customer experience (direct causal relationship) Table (7) and the figure (2) involves the results of regression analysis as follow:
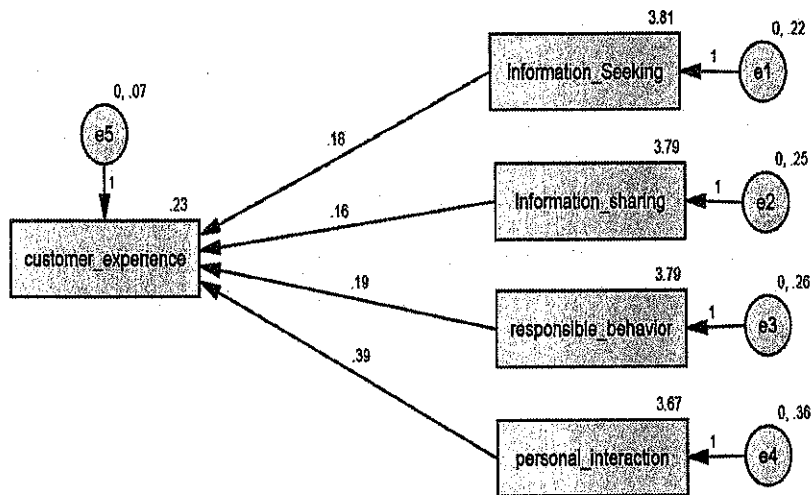
Figure (2): The Regression model (Path analysis)

In this section, the results of testing research hypothesis among study constructs are presented. Such hypotheses were tested using Regression model (Path analysis) with AMOS 23. Hypothesis H2 proposed thatcustomer participation has a direct impact on customer experience. Table (7) illustrates the results of testing these direct research hypotheses as follow:

Table (7): The results of testing direct relationships

Hypothesis		Hypothesis direction		Estimate	Sig.	Hypothesis result
H2	H2a	Information Seeking	Customer Experience	0.181	0.000	accepted
	H2b	Information Sharing	Customer Experience	0.156	0.000	accepted
	H2c	Responsible Behavior	Customer Experience	0.191	0.000	accepted
	H2d	Personal Interaction	Customer Experience	0.392	0.000	accepted

According to table (7), it is clear that Information Seeking has a significant direct positive impact on Customer Experience ($\beta = 0.181$,Sig.< 0.05). Therefore H2a which represents the effect of Information Seeking on the Customer Experience was accepted.

Moreover, Information Sharing has a significant direct positive impact on Customer Experience ($\beta = 0.156$,Sig.< 0.05). Therefore H2b which represents the effect of Information Sharing on the Customer Experience was accepted.

Additionally, Responsible Behavior also has a significant direct positive impact on Customer Experience ($\beta = 0.191$,Sig.< 0.05). Therefore H2c which represents the effect of Responsible Behavior on the Customer Experience was accepted.

Finally, Personal Interaction also has a significant direct positive impact on Customer Experience ($\beta = 0.392$,Sig.< 0.05). Therefore H2d which represents the effect of Personal Interaction on the Customer Experience was accepted.

According to the above result, the researcher can totally accept the H2 which represents the effect of customer participation dimensions on the Customer Experience.

Discussion:

The current study revealed that there is appositive effect of all customer participation dimensions on customer experience,

H2a: There is an effect of information seeking on customer experience. The study result showed that there is a significant direct positive impact of in formation seeking on Customer Experience ($\beta = 0.181$,Sig.< 0.05).

This result is consistent with the study of Jaakkola et al., (2014) which highlighted that need for information seeking behavior through customer experience, and outlined that there is a significant effect of formation seeking on Customer Experience

H2b: There is an effect of information sharing on customer experience. The study find that there is a significant direct positive impact of Information Sharing on Customer Experience ($\beta = 0.156$,Sig.< 0.05). This result is consistent with the belief of Jaakkola et al., (2014) The lack of information sharing makes it is difficult to understand the variables affecting the customer experience. The researcher explains this result as follow; In product and service development, the main issue is understanding customer needs. Customers sharing information by themselves enables organizations to listen to customers. It is usually to share information about customer needs, and make it widely known(Ku and fan,2009). Knowing customer needs helps achieve their expectations, which leads to creating a positive customer experience

H2c: There is an effect of responsible behavior and customer experience.

a significant direct positive impact of responsible behavior on Customer Experience (β = 0.191,Sig.< 0.05).

Le Hau and Thuy, (2016) study revealed that, The more responsible behavior of customers in creating a service, the more value they get, which leads to a higher level of customer satisfaction. There is a positive effect of responsible behavior on outcome value. Khan et al., 2015 in their study to Customer service experience in hotel highlighted that service value outcome affects customer experience.

H2d: There is an effect of personal interaction on customer experience.

There is a significant direct positive impact of personal interaction on Customer Experience (β = 0.392,Sig.< 0.05).

Findings of the study revealed that there is a positive effect of personal interaction on customer experience. This finding is consistent with the findings of Srivastava and Kauls, (2014) study, which reached that personal interaction should be directed to enhance customer experience. Also, Results revealed that convenience and personal interaction affect both customer experience and customer satisfaction.

Keng et al. (2007) studied how personal interactions can affect the customer experience. Their results indicate that personal interactions support and positively influence customer experiences.

Theoretical Implications:

This study contributed to the development of the conceptual framework that integrates the concept of customer participation with the customer experience.

This study covered the knowledge gap focusing on the relationship between its variables. Therefore, the current study has some theoretical implications, which can be summarized in the following points:

1. The current study contributes to a broader and more comprehensive understanding of the relationship nature between customer participation and customer experience.
2. the present study touched on examining the significant differences of the opinions of the study sample regarding the study variables according to a set of demographic variables that do not have a noticeable effect on the answers of the sample, and in for this, the demographic variables (gender, age, educational level, hotel category) were selected because these variables are closely related to the study sample.

Practical Implications:

This study provides significant practical implications for hotel's managers. The study suggested that hotel's managers can control their customer's experiences through customer participation. Hotel's managers can improve customer's experiences and make it positive by enhancing their participation in all service stages.

Conclusion:

The overall purpose of this study has been to deepen understanding of the relationship between customer participation and customer experience in the context of hotel customers in the Arab Republic of Egypt. Therefore, a model containing these two constructs was developed based on the extant literature review. Furthermore, the research methodology employed to test the model are discussed in chapter three. The study adopted the positivism philosophy, the deductive approach, and the quantitative research method, the data collection instrument utilized in the study was the questionnaire. The questionnaire was directed to hotel customers. Further, the study employed SPSS/AMOS 22 to test the research hypotheses. The researcher tested the measurement model goodness of fit and validity and reliability where the measurement model showed an acceptable level of validity and reliability. Further, the structural model was developed and research hypotheses were tested, the results showed that all research hypotheses were accepted.

Limitations and Future Research Directions:

In spite of the current study's useful theoretical and practical implications, it also comes with several limitations that should be considered. First, due to time and cost constraints, only hotel customers in Egypt were included in the current study. According to the study, future research should utilize a larger sample size from other countries.

Second, the present study tested hypotheses via a questionnaire that provides cross-sectional data. Therefore, study results do not provide any insight into changes in research variables over time. Thus, other studies could benefit from a longitudinal study for changes in customer participation alongside changes in customer experience.

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