

A Study on the Effect of Physical Space Elements on Satisfaction and Intention to Recommend: Focused on Corporate Exhibition Hall.

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- **Abstract:** The ultimate purpose of operating the corporate exhibition hall is to improve corporate image, promote companies, and secure potential customers by attracting visitors. For this reason, companies that operate corporate exhibition halls are making a lot of efforts to attract visitors, but they have limitations in their performance such as attracting visitors because they do not pay much attention to physical space elements while focusing only on changes in exhibition production. Therefore, this study aims to suggest the direction of the company exhibition hall by examining the assumption that it has a significant effect on the satisfaction of the viewing and the intention of recommendation through the physical space elements of the company exhibition hall. This study was conducted to analyze the influential relationship between physical spatial elements of corporate exhibition halls and satisfaction with viewing and intention of recommendation by constructing physical spatial elements into ambient environment, aesthetics, cleanliness and serviceability. Data collection for this study was conducted using a questionnaire method and an email survey for visitors to corporate exhibition halls located in Korea, and 262 samples were used in the final study. For empirical analysis for hypothesis testing, demographic analysis, factor analysis and reliability analysis, correlation analysis, and multiple regression analysis were performed. The results of multiple regression analysis for hypothesis 1 regarding the effect of physical spatial factors on visitor satisfaction showed that aesthetics and serviceability have statistically significant effects. So, hypothesis 1-2 and hypothesis 1-4 were supported. However, the ambient environment and cleanliness were not statistically significant, so hypothesis 1-1 and hypothesis 1-3 were not supported. Therefore, hypothesis 1 was partially adopted. In addition, the results of simple regression analysis for the hypothesis 2 test on the effect of viewing satisfaction on intention of recommendation after perceiving physical spatial factors of corporate exhibition hall showed that viewing satisfaction has statistically significant effect. So, hypothesis 2 was supported. The implication of this study is that the creation of physical environment is very important for the company exhibition hall to attract visitors in the future. And it is thought that if the lighting,

ceiling, wall, floor, originality and visibility in the production of exhibits are considered among the many physical space elements of the exhibition hall, and the expansion of resting facilities for the convenience of visitors is focused, it will be more efficient operation of the exhibition hall. Despite the results of this study, this study has limitations in generalization because it has set up a sample for corporate exhibition halls centered only on domestic large corporations. Therefore, more indepth research should be conducted to generalize the direction of corporate exhibition halls and attracting visitors through the collection of extensive samples in the future.

- **Keywords:** corporate, potential, assumption, assumption, serviceability, perceiving, visitors,