



straight to Sanxia by ships, and gather together into village. During the colonization, the Japanese government forced to transform the local and traditional architectures into faked European façade on 1916, such as ancient Greek orders, ancient Roman arch, and Baroque decorations. Therefore, the architectures are mixed of European element style, Japanese kamon, and South Chinese cultural totem. The Sanxia Old Street, 200 meters long and preserved from the early 20<sup>th</sup> century, are full of architectures of red South Chinese style of Bricks arch façade, which provokes an atmosphere of nostalgia. Therefore, Sanxia are therefore earned the Prix d'Excellence Award of FIABCI, Barcelona, Spain, 2007.

To sum up, this research has 2 objectives: (1) Understanding the consumer's usage experience and re-using willingness of Sanxia APP. (2) Making some practical and academic suggestions to related industries from these findings.

## **2. Literature Review**

### **2.1. Hand-held Mobile Device and APP**

Since the great advancement of inbound tourist economy and consumption electronic device, many tourists look for the information, such as attractions map and briefs, communication planning and time, etc., and record their traveling by hand-held mobile devices. The mobile guiding system provides users not only update information as well as breaking news, but also records management and personal comments. Then, these remarks can be shot, uploaded to cloud and shared with other users. There are many mobile guiding systems, such as Web, APP, QR Code, etc. Besides, the top 5 of APP download are games, music and entertainments, community, communications and weather. It means that APP satisfies first of all most people needs of mobile leisure entertainments services, then the different kinds of needs in daily lives, such as map, weather, travel and food, etc. Due to APP's convenience and into life, the increase in popularity of smartphone and tablet computer will bring global APP industry outputs.

### **2.2. Usage Experience**

Tsai (2012) pointed out one can know his design better if he has more consciousness of usage experiences and more sensitive to it. (1) You cannot tell the functions and operations immediately according to your past experiences of using similar products. Even more, there are lots of differences from your used operations expected, and you need lots of practices in order to know the operations well. (2) It takes lots of time to learn how to use some new products, even though you learn very hard. (3) After learned how to use some new products, but you forget the operations easily during some extended period of time. (4) After learned how to use some new products, but it is not efficient to use them to do some routine works, such as the complexity of operation procedures, or the waiting time too long. (5) There are lots of operational errors of some new products, even you had used them for a long while, such as pressing the wrong button, or cannot find a menu, even worse that you must turn it off in order to reset it.

### **2.3. Re-Using Willingness**

Consumer behavior is the sum of all brain activities explicit that a consumer looks for, buys, uses and evaluate some goods and services in order to meet his demands. Now we are entering an era of customer satisfaction and experiences due to the elevation of consumer rights and consciousness, therefore any business must highlight the importance of customer needs and satisfaction. Many researches pointed out that the customer dissatisfactions are inevitable during the service of after the service. If any business can not handle carefully these dissatisfactions or complains, these would cause more severe damages, such as customer loss or potential customer stagnation. (Yu, & Li, 2016) Therefore, there are 2 models of customer satisfaction in the world. Sweden Customer Satisfaction Barometer The Sweden Customer Satisfaction Barometer is the first









