ABSTRACT
In the course of IT development, Cell phones integrated with barcode scanner apps makes the use of barcodes more extensive. In Future, using QR codes to communicate and improve service quality will become an important tool for the leisure and recreation industry. The purpose of this paper is to explore the service quality of degree of emphasis and satisfaction research. If exhibitions introduce QR codes, everyone with a cell phone can access explanatory information about exhibits. This paper uses the digital archives special exhibition organized by the Museum of Natural Science that introduced QR codes as an example to examine the quality. A questionnaire survey using simple random sampling was conducted on the exhibition visitors who owned smartphones or had experience of using QR codes. In the actual release 400 questionnaires at the exhibition exit and there were 300 valid questionnaires returned. Using of independent samples t-test, one-way ANOVA and important-performance methods for data analysis to understand the visitors different backgrounds how much they value the service quality after import QR code for exhibition. Study results found that "age", "education" and "average monthly bill for cell phone internet access" differs from visitors to the exhibition import QR code. There were significant differences in the degree of emphasis and performance satisfaction of the service quality."Duration of stay" also explains the marked difference in visitor satisfaction with the performance of QR codes. In addition, Using of Importance-performance analysis found that 9 service quality terms in the "keep up the good work" and 4 service quality terms in the "concentrate here" and 7 service quality terms in the "low priority" and 3 service quality terms in the "possible overkill" for "QR code overall service quality". This author hopes that the data provided in this study may serve as a reference for exhibitors intending to introduce QR codes and subsequent research alike.

Keywords: leisure and recreation industry, QR Code, service quality, Importance Performance Analysis


