

Service science perspectives on systematic innovation and its relationship between service quality for hospitality indus

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ABSTRACT

As Taiwanese manufacturers have gradually been relocated to other countries, the industry structure is undergoing a structure transformation. Therefore, the service industry has become an important industry in Taiwan. Due to the fierce industry competition, innovation has become an essential tool to sustainable development. In order to improve service quality, IBM developed Service Science in 2004, which efficiently combines human resources and technology, and aims to create value through innovative services and service integration. Due to the increasing income and the implementation of labor laws, the public begin to care about their entertainment and leisure. The hospitality industry has blossomed along with the tourism industry. In order to secure the market, hotels are providing information technology services in order to establish their own brand image and service originality. Most previous studies have focused on service quality and customer satisfaction, and seldom examine whether service science and systematic innovation could efficiently improve the service quality of the hotel industry. Therefore, this study reviewed literature regarding service science and service innovation, and selected the Fleurdechine Hotel, as it meets the criteria of this study for statistical investigation of the relationships between service quality and the introduction of a systematic innovation, namely, a simulated housekeeper. It also explored whether respondents' socioeconomic backgrounds and previous accommodation experience shape their acceptance regarding systematic innovations and perceptions of service quality. Based on research results, the following conclusions are reached: 1. Respondents' socioeconomic backgrounds influence their acceptance of systematic innovations. Among all socioeconomic factors, except for gender, all factors influence respondents' conceptions regarding service quality. With respect to the degree of acceptance of service quality, the effects of generation are profound, as younger generations have a higher degree of acceptance toward systematic innovations, while older generations, and those who cannot utilize information devices, prefer to receive more assistance from service personnel. Service quality procedures and staffs must be more sensitive to the feelings of individuals with higher educational attainment, family tourism, and travelers with very long travel days. 2. Previous accommodation experience would affect respondents' acceptance of systematic innovations and conceptions regarding service quality. Therefore, for those customers with no accommodation experience, hotels should help them to understand the hotel's service contents through propaganda, thus, attracting them to the hotel. This study suggests that it is effective to promote hotels through tourists' experience sharing. 3. The relationship between systematic services and service quality reveals that service provisions, customer information, auxiliary support, and innovation efficiency have equal and considerable influence on service quality. The influence of customer information is especially profound. Research findings suggest that hotel industries could improve service quality through information technology. Moreover, they should fully implement the provision of customer information in order to influence customer information and their accommodation habits and needs. These two aspects could enhance customers' satisfaction and enhance market performances.

Keywords : Service Science、 Hotel Industry、 Service Innovation、 Service Quality、 family

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