

A study on relationship between visitors satisfaction for interpretation service and revisiting intention

吳智淵、陳信泰

E-mail: 342123@mail.dyu.edu.tw

ABSTRACT

This paper aims to investigate the relationship between visitors satisfaction for in-terpretation service and revisiting intention of organic rice farm. This research targets visitors who visited the organic rice farm located in Yuan-li township, Miao-li county based on the method of questionnaire investigation. A total of 330 valid questionnaires were collected. The valid questionnaire response rate was 94%. In this research, objective visitors were mostly female; they aged between 31 to 40 years old; the educational level was university or college; their occupations were mainly industry or commerce related; most part of the tourists were married with children; personal monthly income was mostly ranging from 40001 to 60000 NTD. Major findings include the following: In terms of the visitors satisfaction for all the aspects of interpretation service, from high to low was in the following orders: " Satisfaction for interpretation technique ", " Satisfaction for interpretation ability ", " Satisfaction for interpretation environment ", " Satisfaction for interpretation empathy " and " Satisfaction for interpretation facility ". Different gender, age group, educational level, vocation, marital status, personal monthly income of visitors showed significant differences on satisfaction for interpretation service. And different vocation and marital status of tourists also showed considerable differences concerning satisfaction for interpretation service. Visitors satisfaction for interpretation and revisit intention has a significant correlation. In the aspect of prediction, tourists satisfaction for " interpretation ability ", " interpretation technique " and " interpretation empathy " had the significantly effective prediction to tourists revisiting intention.

Keywords : Organic Rice Farm、Satisfaction of Interpretation Service、Revisiting Intention

Table of Contents

中文摘要	iii	英文摘要	iv
誌謝辭	vi	內容目錄	vii
目錄	ix	圖目錄	xi
第一章 緒論	1	第一節 研究背景與動機	1
		第二節 研究目的	5
		第三節 研究問題	5
		第四節 研究範圍與對象	6
		第五節 研究限制	6
		第六節 重要名詞解釋	7
第二章 文獻探討	9	第一節 解說服務滿意度之定義與相關研究	9
		第二節 重遊意願之定義與相關研究	22
		第三節 解說服務滿意度與重遊意願之關係	25
第三章 研究方法	30	第一節 研究架構	30
		第二節 研究假設	31
		第三節 問卷設計與操作性定義	31
		第四節 研究對象與抽樣方法	35
		第五節 樣本的收集	36
		第六節 資料處理與分析	42
第四章 結果與討論	45	第一節 苗栗苑裡有機稻場解說服務概述	45
		第二節 樣本背景變項描述分析	49
		第三節 有機稻場遊客解說服務滿意度及重遊意願之現況分析	53
		第四節 有機稻場遊客解說服務滿意度及重遊意願之差異分析	58
		第五節 有機稻場遊客解說服務滿意度與重遊意願之相關分析	71
		第六節 有機稻場遊客解說服務滿意度與重遊意願之預測分析	73
第五章 結論與建議	76	第一節 結論	76
		第二節 建議	81
參考文獻	84	附錄一 有機稻場遊客解說服務滿意度與重遊意願之研究問卷(預試)	93
		附錄二 有機稻場遊客解說服務滿意度與重遊意願之研究問卷(正式)	95
表目錄	ix	表 2-1 國內學者對解說服務之定義整理	11
		表 3-1 解說服務滿意度量表	33
		表 3-2 重遊意願量表	34
		表 3-3 解說服務滿意度量表因素分析結果摘要表	38
		表 3-4 解說服務滿意度正式問卷各層面及題項表	39
		表 3-5 重遊意願量表因素分析與信度分析摘要表	40
		表 3-6 解說服務滿意度正式量表之信度分析表	41
		表 3-7 重遊意願正式量表之信度分析表	41
		表 4-1 樣本背景資料百分比	52
		表 4-2 有機稻場遊客解說服務滿意度平均數與標準差	53
		表 4-3 有機稻場遊客解說能力滿意度平均數與標準差	53

375-384. Baker, D. A. & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804.

Cardozo, R. N. (1965). An Experimental Study of Customer Effort, Expectation and Satisfaction. *Journal of Marketing Research*, 2(3), August, 244-249. - 90 -

Churchill, G. A. & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491-504.

Cronin, J. J. & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, 56(3), 55-68.

Cronin, J. J. & Taylor, S. A. (1994). SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-minus-Expectations Measurement of Service Quality. *Journal of Marketing*, 58, Jan, 125-131.

Chen Huei-Ju, Hwang Shih-Nan., & Lee Chuan (2006). Visitors' characteristics of guided interpretation tours. *Journal of Business Research*, 59, 1167-1181.

Gronholdt L., Martensen A., & Kristensen K. (2000). The relationship between Customer Satisfaction and Loyalty: Cross-Industry differences. *Total Quality Management*, 11, July, 509-516.

Howard, J. A. (1969). *The Theory of Buyer Behavior*, New York: John Wiley and sons. - 91 -

Hempel, D. J. (1977). *Consumer satisfaction with the home buying process: Conceptualization and measurement*. Cambridge, Massachusetts: Marketing Science Institute.

IFOAM 官方網站(2010) , [線上資料] , 來源: http://www.ifoam.org/about_ifoam/principles/index.html[2010, September 01]

Kozak M. (2001). Repeaters' Behavior at Two Distinct Destinations, *Annals of Tourism Research* 28(3), 784-807.

Oliver, R. L. (1981). Measurement and evaluation of satisfaction process in retail setting, *Journal of Retailing*, 57(3), 25-48.

Oliver, R. L. (1997). *Satisfaction: A behavioral Perspective on the Consumer*, New York: Irwin/McGraw-Hill.

Parasurman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research, *Journal of Marketing* 49(4), 41-50.

Parasurman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing* 64, 12-40. - 92 -

Schreyer, R.S. & Roggenbuck J.W. (1978). The influence of experience expectation on crowding perceptions and social-psychological carrying capacities, *Leisure Sciences* 1(4), 373-394.

Sharpe, G. W. (1982). *Interpreting the environment*. New York: John Wiley and Sons.

Tellis, Gerard J. (1988). Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice, *Journal of Marketing Research*, 25(May), 134-144.