

# 服務創新、服務品質與顧客滿意度關聯性之研究

郭潔、王學銘

E-mail: 343872@mail.dyu.edu.tw

## 摘要

觀光產業是澎湖的經濟命脈，除了吸引台灣的觀光客之外更要擴展國際的觀光人潮，因此，澎湖必須要有特殊的魅力才能成為令人嚮往的觀光聖地。故，本研究藉由2011年澎湖海上花火節的旅客做為實證對象發放問卷，探討澎湖觀光產業在推廣「服務創新」、「服務品質」與「顧客滿意度」時的相互影響。本研究總計發放份250問卷，回收147份有效問卷，透過敘述性統計、因素分析、信效度分析、迴歸分析、皮爾森積差相關分析等五項分析方法來解釋其架構並建立評估指標。研究結論如下：1.服務創新對服務品質有顯著正向影響。2.服務品質對顧客滿意度有顯著正向影響。3.服務創新對顧客滿意度有顯著正向影響。對觀光旅遊而言，服務內容的設計、品質的高低及服務特殊性等方面，都應以需求化、體貼化的服務為核心訴求。前線人員教育訓練的落實也是決定服務品質優劣的重要關鍵因素，提升顧客滿意度，人員服務素質之提升與服務環境之塑造都必須強調與重視。

關鍵詞：服務創新、服務品質、顧客滿意度、澎湖

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