

The relationships among service innovation, service quality, and customer satisfaction : 以澎湖觀光產業為例

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ABSTRACT

Tourism industry is the major of the economy in Penghu, apart from attracting Taiwan ' s tourists but also to extend beyond the international tourist crowd, therefore, it must have a special charm of Penghu to become a tourist shrine of people aspire to. In this study, by 2011 Penghu Fireworks Festival visitors as the empirical object to Investigate Penghu's tourism industry in the promotion of "Service innovation", "Service Quality" and "Customer satisfaction". The study, we issued 250 copies of 147 effective ones, and it attempts to explain the structural framework by establishing evaluation indicators through five analytical processes involving descriptive statistics, factor analysis, reliability analysis, regression analysis, Pearson Product-moment, Correlation Analysis. Based on the experiential results of comparing the statistics and analyses, the paper concludes: 1. Service innovation has a positive influence on service quality . 2. Service quality has a positive influence on customer satisfaction. 3. Service Innovation has a positive influence on customer satisfaction. In terms of tourism, services design, quality and service level of specificity, etc., should be demand-oriented, considerate of the demands of the core services. Training staff to implement quality of service is the key factors to enhance customer satisfaction. To improve the customer satisfaction, we must enhance that the quality of personnel services and construct the service of environmental.

Keywords : Service Innovation, Service Quality, Customer Satisfaction, Penghu

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