

服務場景、知覺服務品質、情緒體驗與行為意圖之研究 = A study of servicescape, emotional experience, perceived service qual

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摘要

當今全球先進國家經濟結構以服務業為重，在體驗經濟的時代，人們非常重視餐廳的實體環境與用餐的情緒感受，因此本研究是想探討透過主題餐廳所創造出的服務場景對於消費者的知覺服務品質、情緒體驗與其行為意圖的影響，以及其間的關聯性。本研究透過相關文獻之探討，發展出具有理論基礎的研究架構，以台中市形象式主題餐廳(麥當勞、肯德基、摩斯漢堡)300位消費者為研究對象，透過結構性問卷的資料蒐集，並運用結構方程式進行實證性研究，以驗證本研究所提出之假說。研究結果發現，1.主題餐廳服務場景對消費者知覺服務品質有顯著正向影響；2.主題餐廳服務場景對消費者情緒體驗有顯著正向影響；3.消費者的知覺服務品質對於情緒體驗有顯著正向影響；4.消費者的情緒體驗對於其行為意圖有顯著正向影響；5.消費者的知覺服務品質對於其行為意圖有顯著正向影響；6.主題餐廳服務場景對消費者的行為意圖有顯著正向影響。本研究最後提出結論以及後續研究建議，並對餐廳業者提升消費者知覺服務品質、情緒體驗，進而提高其行為意圖之做法上提出相關建議。

關鍵詞：主題餐廳、服務場景、知覺服務品質、情緒體驗、行為意圖

目錄

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