

A Study on the Effect of Professional Knowledge, Service Quality of Sports Center to Customer Satisfaction

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ABSTRACT

This study discussed the effect of professional knowledge and service quality of sports center on customer satisfaction. The population was the users of sports centers, and empirical questionnaire survey was conducted on 187 users in order to verify various research hypotheses. This study found that that customer satisfaction is affected by the level of professional knowledge offered at sports centers, including management of human resources and abilities in sales planning, sports resources planning and managements, marketing planning and execution, and professional abilities of coaching personnel. Furthermore, customer satisfaction is also affected by the service quality of sports centers, including core services, relational services, and periphery services. This study was conducted through users' perspective, and discussed the importance of professional knowledge and service quality dimensions, in order to provide suggestions to currently operating sports centers and references for future government operations.

Keywords : professional knowledge、service quality、customer satisfaction、sports centers

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭	v	內容目錄	v
vi 表目錄	viii	圖目錄	viii
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	3	第二章 文獻探討	3
4 第一節 專業知能	4	第二節 服務品質	4
7 第三節 顧客滿意度	12	第三章 研究方法	12
15 第一節 研究架構	15	第二節 研究假設	15
15 第三節 研究工具	17	第四節 資料分析方法	17
19 第五節 研究預試	20	第四章 研究結果與討論	20
24 第一節 問卷基本資料分析	24	第二節 信度與效度分析	24
28 第三節 整體結構模式分析	38	第五章 結論與建議	38
42 第一節 研究發現	42	第二節 建議	42
48 第三節 後續研究建議	51	參考文獻	51
53 附錄A 預試問卷	61	附錄B 正式問卷	61
65 表目錄 表 3-1 專業知能操作定義	18	表 3-2 服務品質操作定義	18
18 表 3-3 顧客滿意度操作定義	19	表 3-4 專業知能量表預試分析摘要表	19
21 表 3-5 專業知能量表預試信度分析	21	表 3-6 服務品質量表預試分析摘要表	21
22 表 3-7 服務品質量表預試信度分析	23	表 3-8 顧客滿意度量表預試分析摘要表	23
23 表 4-1 樣本結構次數分配表	25	表 4-2 專業知能量表敘述統計分析表	25
27 表 4-3 服務品質量表敘述統計分析表	28	表 4-4 顧客滿意度量表敘述統計分析表	28
28 表 4-5 配適度指標與參考標準值對照表	29	表 4-6 專業知能量表之驗證型因素分析配適度彙整表	29
32 表 4-7 專業知能量表收斂效度與信度分析表	33	表 4-8 專業知能量表各構面區別效度分析表	33
34 表 4-9 服務品質量表之驗證型因素分析配適度彙整表	35	表 4-10 服務品質量表收斂效度與信度分析表	35
37 表 4-11 服務品質量表各構面區別效度分析表	38	表 4-12 整體模式參數估計表	38
39 表 4-13 整體結構模式適配度彙整表	40	圖目錄 圖 2-1 PZB服務品質模式	9
9 圖 2-2 品質缺口的衡量要素	10	圖 3-1 研究架構	15
15 圖 4-1 專業知能量表驗證性因素分析結構圖	31	圖 4-2 服務品質量表驗證性因素分析結構圖	36
36 圖 4-3 整體模式分析圖	39		

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