

Service Quality, Satisfaction and Customer Loyalty of the SPA Hotel

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ABSTRACT

After the year of "Hot Spring Tourism Year in Taiwan", the hot-spring industry in Taiwan has been growing prosperously. In addition, the improvement of nations' life quality, customers' consciousness has arisen, and their demands for resort hotels have become stricter and stricter. Therefore, entrepreneurs of hot spring industry must think about whether the quality of services provided by their hotels is good from customers' points of view in order to understand the relationship quality between hotels and customers, to explore the behavior intention hotels provide their customers, and to create a win-win situation for both customers and the industry. The study is completed with questionnaire survey, and the interviewees were random picked at the train station in Taichung. The quantity of the effective questionnaire is 219pcs. The finding shows that the service quality have positive significant impact on customer 's loyalty. Then customers ' satisfaction and customer 's loyalty have positive significant impact on purchase intention.

Keywords : Servicequality、customer satisfaction、customer loyalty

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