

服務品質與消費者購後行為相關性之研究:以台中國際觀光旅館為例

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摘要

由於政府鼓勵廠商實施週休二日的政策，使得人們對於休閒的重視程度日益提高，在這股休閒熱潮裡，最受矚目的莫過於旅館業了。然在旅館的經營管理中，服務品質為重要的因素之一。過去有關服務品質的研究，大多集中在服務品質構面上之分析，而服務品質對購後行為的影響，則顯有觸及。因此，本研究將根據Parasuraman、Zeithaml及Berry(1988)所提出之服務品質觀念性模式及Parasuraman、Zeithaml及Berry(1996)所提出的購後行為模式，探討國內服務品質與購後行為之關係，再利用統計軟體SPSS 7.0驗證之。經過實證後發現：1. 旅館服務品質與忠誠度呈正相關、與品牌轉換及抱怨行為呈負相關，且服務品質之好壞會影響顧客對旅館之滿意度。2. 員工對服務品質之認知高於顧客、員工與顧客在服務品質之重視程度亦有差距。3. 不同住宿經驗的顧客，其購後行為也有所不同。4. 人口統計變之不同在購後行為上亦有差距。有鑑於此，本研究建議旅館業者1. 提升服務品質應建立員工對服務品質重視之觀念，2. 培養員工做到及時解決問題的能力，3. 旅館應加強員工的服務態度。在未來的研究上，個人建議可在國籍別上擴大其研究範圍、探討管理者與顧客以及管理者與員工對服務品質重視程度和認知差距、或利用個案研究之方式，比較各旅館服務品質及顧客購後行為之差異。

關鍵詞：服務品質；購後行為；旅館業；滿意度

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