

A Study on the Service Quality of Taichung Railway Warehouse 20 and Its Visitors' Satisfaction.

林育璋、黃世明

E-mail: 9226625@mail.dyu.edu.tw

ABSTRACT

The Taichung railway warehouse 20 is the first station of art displays/activities of railway warehouses plans. Whether the Taichung railway warehouse 20 is successful or not, and it will be the significant indicator of art displays/activities of railway warehouses plans. The Taichung railway warehouse 20 is part of culture service industries, and it is urgent and necessary subject that how to deliver the appropriate services and to meet visitors' expectance lets visitors satisfied with the service quality. This survey focused on the visitors in Taichung railway warehouse 20, and established the evaluation model for the service quality of Taichung railway warehouse 20 in the following categories: "tangibles", "reliability", "responsiveness", "assurance" and "empathy". The purpose of this study was to understand the visitors' expected service and perceived service of Taichung railway warehouse 20. To realize the gap between the visitors' expected service and perceived service, this study used Importance-Performance Analysis (I.P.A.) method to probe into the service quality of Taichung railway warehouse 20 and its visitors' satisfaction. Convenience sampling method was used to collect data in this study. The questionnaires were accomplished by visitors after visiting Taichung railway warehouse 20; 194 of questionnaires were effective. The result of analysis was listed as follows. 1. The visitors' satisfaction: Overall satisfaction situated between a little satisfaction and satisfaction. The most satisfied categories were "assurance" and "empathy". 2. The service quality of Taichung railway warehouse 20: Visitors dissatisfied with the tangibles of service quality. By I.P.A. method, it finded that three service items have to be improved. According to the conclusion of this study, we proposed several suggestions to Taichung railway warehouse 20.

Keywords : Service quality, satisfaction, Taichung railway warehouse 20.

Table of Contents

第一章 緒論	1	第一節 研究背景與動機	1	第二節 研究目的	1
.....	3	第三節 研究問題	4	第二章 文獻探討	4
.....	5	第一節 閒置空間之發展背景與現況	5	第二節 服務品質相關理論	5
.....	11	第三節 滿意度相關理論	22	第四節 服務品質與滿意度關係	22
.....	26	第三章 研究方法	34	第一節 研究架構與假設	34
.....	34	第二節 問卷設計與操作性定義	36	第三節 抽樣設計	36
.....	39	第四節 資料分析方法	39	第五節 研究限制	39
.....	42	第四章 研究結果	43	第一節 樣本資料分析	43
.....	43	第二節 假設檢定	48	第三節 重視度 - 表現程度分析	48
.....	62	第五章 討論與建議	67	第一節 研究結果摘述與討論	67
.....	67	第二節 滿意度與服務品質討論	76	第三節 建議	76
.....	79	參考文獻	82	一、中文部分	82
.....	82	二、英文部分	85	三、網路資料	85
.....	90	附錄 一	91		

REFERENCES

1. 王志湧。(2002)。遊客從事鄉野觀光之動機、期望與滿意度研究 - 以新竹縣為例。私立世新大學觀光研究所未出版碩士論文。
2. 余幸娟。(2000)。宗教觀光客旅遊動機與其滿意度之研究 - 以台南南鯤鯓代天府為例。私立中國文化大學觀光事業研究所未出版碩士論文。
3. 林怡安。(2001)。以遊客滿意度探討博物館服務品質之研究 - 以國立自然科學博物館。私立南華大學旅遊事業管理研究所未出版碩士論文。
4. 林美惠。(2002)。地區醫院服務品質與滿意度之研究 - 以屏東育生醫院為例。私立義守大學管理研究所未出版碩士論文。
5. 林晏洲、陳惠美、顏家芝。(1998)。高雄都會公園遊客滿意度及相關因素之研究。戶外遊憩研究, 第11期, 頁59-71。
6. 高大剛。(1999)。非營利組織行銷溝通, 顧客特質, 服務品質與顧客態度關係之研究 - 以國立自然科學博物館為例。私立逢甲大學企業管理研究所未出版碩士論文。
7. 陳家駒。(2002)。服務品質、顧客滿意度與顧客後續行為意圖關係之探討 - 以海軍某修護工廠為例。國防大學後勤管理研究所未出版碩士論文。
8. 陳智德。(2002)。管理顧問業服務品質、顧客滿意度與顧客忠誠度研究。國立成功大學企業管理研究所未出版

碩士論文。9. 陳嘉萍。(2002)。華山藝文特區營運管理之研究。私立南華大學藝術管理研究所出版碩士論文。10. 陳覺惠。(2000)。歷史景觀保育與都市發展變遷的系統觀。歷史建物保存與再生研討會 - 留下我們的記憶空間。11. 游宗仁。(2002)。全國YMCA運動休閒課程知覺服務品質與滿意度之研究。私立朝陽科技大學休閒事業管理研究所出版碩士論文。12. 黃海鳴。(2001)。空間重塑簡訊 - 第二輯。台北:藝術文化環境改造協會。13. 楊世馨。(2003)。化舊場所為新藝術的20號倉庫。康百視雜誌, 第12期, 頁64。14. 葉光傑。(2002)。壽險行銷服務品質滿意度之研究以國華人壽保險公司為例。國立中山大學企業管理研究所出版碩士論文。15. 劉學文。(2001)。國軍福利品供應站之服務品質與顧客滿意度實證研究-以台北市各福利品供應站為例。私立銘傳大學公共管理與社區發展研究所出版碩士論文。16. 蔡正哲。(1996)。非營利機構服務品質之研究 - 以高雄市立美術館義工運用為例。國立中山大學公共事務管理研究所出版碩士論文。17. 蔡耀鴻。(2000)。學生對便利商店服務品質與顧客滿意之實證研究 - 以台南市都會區連鎖體系便利商店為例。私立長榮大學管理研究所出版碩士論文。18. 蕭富峰。(1996)。影響服務品質關鍵因素之研究-服務要素服務力之觀點。國立政治大學企業管理研究所出版博士論文。19. 薛飛源。(2001)。以品質機能展開法探討博物館服務品質 - 以國立故宮博物院為例。國立台北科技大學商業與自動化管理研究所出版碩士論文。20. 謝明峰、盧耀正、姜樂靜、閻嘉義、曾能汀與楊綠茵(2000)。從20號倉庫開始的鐵道藝術網絡。中華民國建築師雜誌, 第26期, 頁114-136。21. 謝慶達譯。(1997)。(R. Trancik 原著)。找尋失落的空間。台北:田園城市。22. 蘇武龍。(2000)。住院服務品質與病患滿意度之探討 - 以成大、奇美醫院為例。國立成功大學工業管理研究所出版碩士論文。

二、英文部分

1. Alexander, C. (1975). *The Oregon experiment*. New York: Oxford University Press.
2. Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(4), 57-71.
3. Bolton, R. N., & Drew, J. H. (1991). A multistage model of customer assessments of service quality and value. *Journal of Customer Research*, 17(4), 375-384.
4. Christian, G. (1990). *Service management and marketing*. Lexington, MA: Lexington Books.
5. Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(1), 55-68.
6. Czepiel, J. A. (1974). Perspective on customer satisfaction. *AMA Conference Proceedings*, 8, 119-123.
7. Day, R. L. (1984). Modeling choices among alternative responses to dissatisfaction. *MI: Association for Consumer Research*, 11, 460.
8. Day, R. L. (1988). Extending the concept of consumer satisfaction. *Atlanta Association of Consumer Research*, 4(2), 149-154.
9. Dorfman, P. W. (1979). Measurement and meaning of recreation satisfaction: A case study in camping. *Environment and Behavior*, 11(4), 483-510.
10. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer Behavior* (5th ed.). New York: Plenum Press.
11. Evans, J. R., & Lindsay, W. (1996). The management and control of quality. *Journal of Academy Marketing Sciences*, 34(2), 125-148.
12. Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.
13. Garvin, D. A. (1984). What does product really mean? *Sloan Management Review*, 26(1), 25-43.
14. Hemple, D. J. (1977). Consumer satisfaction with the home buying process: conceptualization and measurement. *Marketing Science Institute*, 6, 7-21.
15. Heskett, J. L., John, T. O., Loveman, G. W., Sasser, W. E., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 15, 164-174.
16. Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. New York: John Wiley and Sons.
17. Hunt, H. K. (1977). Conceptualization and measurement of consumer satisfaction and dissatisfaction. Lexington, MA: Marketing Science Institute.
18. Juran, J. M. (1986). *Juran's quality control handbook*. New York: Mc Graw-Hill.
19. Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control*. (9th ed). NJ: Prentice-Hall.
20. Lehtine, U. (1991). Two approaches to service quality. *Journal of Customer Research*, 17(4), 321-342.
21. Lewis, P. (1991). *The role of marketing: Its fundamental planning function; devising a strategy*. London: Museums and Galleries Commission and Routledge.
22. Martin, W. B. (1986). Defining what quality service is for you. *Cornell Hotel & Restaurant Administration Quarterly*, 16, 22-38.
23. Miller, J. A. (1997). Exploring satisfaction, modifying models, eliciting expectations, posing problems and making meaningful measurement. *MA: Marketing Science Institute*, 5, 72-91.
24. Mitra, A. (1993). *Fundamentals of quality control and improvement*. New York: Macmillan.
25. Monroe, K. B., & Joseph, P. G. (1975). A path-analysis exploration of retail patronage influences. *Journal of Customer Research*, 2(1), 19-28.
26. Oliver, R. L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57(3), 18-48.
27. Oliver, R. L., & Desarbo, W. S. (1988). Response determination in satisfaction judgment. *Journal of Customer Research*, 14(4), 495-507.
28. Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction. *Journal of Customer Research*, 20(4), 418-430.
29. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). Conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(1), 41-50.
30. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perception of service quality. *Journal of Marketing*, 52(1), 12-40.
31. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: implications for further research. *Journal of Marketing*, 58(2), 111-124.
32. Sasser, W. E., Olsen, R., & Wyckoff, D. D. (1978). *Management of service operations*. MI: Allyn and Bacon.
33. Singh, J. (1991). Understanding the structure of consumer satisfaction evaluation of service delivery. *Journal of Academy Marketing Sciences*, 19(3), 223-234.
34. Teas, R. K. (1993). Expectations, performance evaluation, and consumers' perception of quality. *Journal of Marketing*, 57(1), 18-34.
35. Trancik, R. (1986). *Finding lost space-Theories of urban design*. New York: Van Nostrand Reinhold.
36. Zeithaml, V. (1987). Defining and relating price, perceived quality, and perceived value. *MA: Marketing Science Institute*, 3, 87-101.
37. Zeithaml, V. A., & Mary, J. B. (1990). *Service marketing*. New York: Mc Graw-Hill.

三、網路資料

1. 自由時報電子新聞網。(2003, 3, 20)。藝文新聞。 <http://www.libertytimes.com.tw/>。