

資訊科技服務對服務品質與關係品質影響之研究-以旅館業為例

林怡菁、賴其勛；汪睿祥

E-mail: 9315894@mail.dyu.edu.tw

摘要

為了維持競爭力，服務提供者漸漸增加消費者資訊科技(IT)服務的選擇。這些IT服務可以幫助服務提供者改善服務品質、財務績效、顧客滿意度和增進雙方關係品質，IT在服務產業而言有著舉足輕重的地位，因此我們必須瞭解消費者如何評估資訊產品和人員服務、評估IT服務對服務提供者整體服務品質的影響、最後是兩者間的關係品質。本研究之研究結果試列如下：1.旅館的顧客使用科技產品的態度和是否須與服務人員互動，兩者會影響到顧客所知覺整體服務品質。2.消費者所知覺的IT服務會影響到整體服務的品質。3.消費者對旅館整體服務品質的知覺會影響到與旅館間的關係品質。為了得到這些研究結果，提出了一個服務品質和關係品質的因果模式，且這些因果模式集中在消費者知覺IT服務和服務品質的連結上，這個假設模式樣本來自於五星級旅館的顧客，運用LIRSEL方法來檢測。

關鍵詞：資訊科技服務；自助科技服務；服務品質；關係品質

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