

旅行社對主題遊樂園附屬旅館之品牌權益關係行銷認知之研究-以劍湖山王子大飯店為例

王裕華、李俊憲

E-mail: 9509671@mail.dyu.edu.tw

摘要

本研究旨在探討主題遊樂園附屬旅館之品牌權益對旅行社關係行銷是否存在關係性。問卷發放自95年3月9日至同年4月19日，發放問卷241份，回收115份，有效問卷108份。採用描述性統計分析、信度分析及Pearson積差相關分析。研究結果顯示：與劍湖山王子大飯店往來合作的旅行社，多為北部的甲種旅行社、成立時間長、中大型規模且經營穩健，並已有長期的往來配合。統計分析後，發現劍湖山王子大飯店的品牌權益，受到旅行社普遍正面的評價。結構性的顧客關係結合為主要關係行銷模式。關係品質普遍獲得旅行社的正向肯定。研究假設經Pearson積差分析驗證後，三個研究假設都成立，顯示品牌權益與顧客關係結合和關係品質三者之間，存在顯著的正向相關。

關鍵詞：品牌權益、關係行銷、顧客關係結合、關係品質

目錄

封面內頁 簽名頁 博碩士論文暨電子檔案上網授權書.....	iii	中文摘要.....	iv	英文摘要.....	v
誌謝.....	vi	目錄.....	viii	圖目錄.....	x
表目錄.....	xi	第一章 緒論.....	1	第一節 研究背景與動機.....	1
第二章 文獻回顧.....	7	第一節 主題遊樂園附屬旅館.....	7	第二節 旅行業.....	8
第三章 研究設計與方法.....	33	第一節 研究架構.....	33	第二節 研究假設.....	34
第四章 資料分析.....	43	第一節 正式問卷發放、回收及信度分析.....	43	第二節 描述性統計分析.....	44
第五章 結論與建議.....	61	第一節 研究結論與發現.....	61	第二節 建議.....	70
參考文獻.....	73	附錄一.....	82		

參考文獻

1. Aaker & Joachimsthaler(2000)。高登第譯。品牌領導。台北市：天下文化。
2. Knapp(2000)。袁世珮，黃家慧譯。品牌思維。麥格羅 希爾出版股份公司出版。
3. Philip Kotler(2000)。高登第譯。科特勒談行銷。台北市：遠流。
4. 方寶儀(2004)。主題樂園之遊憩滿意與品牌認同感、品牌權益關係之研究。朝陽科技大學休閒事業管理研究所碩士論文。
5. 王婷穎(2001)。國際觀光旅館之服務品質、關係品質與顧客忠誠度之相關性研究—以台北、台中及高雄地區為例。南華大學旅遊事業管理學研究所碩士論文。
6. 向雄典(2002)。航空業顧客知識管理與關係行銷之實証研究—以長榮航空為例。樹德科技大學資訊管理研究所碩士論文。
7. 余聲海(1987)。我國觀光旅館業行銷策略之研究。中原大學企業管理研究所碩士論文。
8. 李志鵬(2005)。關鍵客戶管理資源型態對關係品質影響之研究。東吳大學國際貿易學碩士論文。
9. 林威呈(2000)。台灣地區休閒農場假日遊客旅遊行為之研究。國立中山大學企業管理學系研究所碩士論文。
10. 洪順慶(1995)。「一對一獲取顧客終身價值」，工商時報，民國84年12月21日，第33版。
11. 唐子翔(1997)。廣告支出量對品牌權益之影響研究。淡江大學管理科學研究所碩士論文。
12. 梁佩琪(2005)。品牌延伸策略對品牌形象的影響。中國文化大學國際企業管理研究所碩士論文。
13. 許惠美(2000)。旅行業者對大型國際觀光旅館企業形象評估之研究-以台北市為例。世新大學觀光學系研究所碩士論文。
14. 陳利光(2002)。台灣旅行業顧客關係對顧客滿意度及忠誠度之影響 - 台北縣市之實證研究。輔仁大學管理學研究所碩士論文。
15. 陳佳美(2003)。從關係行銷觀點，探討信任、承諾、服務失誤與顧客抱怨型為之關係-以連鎖藥局為例。逢甲大學企業管理研究所碩士論文。
16. 陳振燧(1995)。顧客基礎的品牌權益衡量與建立之研究。國立政治大學企業管理研究所博士論文。
17. 陳雅麗(2001)。主要往來銀行模式之探討。國立臺灣大學商學研究所碩士論文。
18. 陳順宇(1998)。多變量分析。台北：華泰圖書文物公司。
19. 陳頌(2002)。關係行銷的運用與障礙--美髮業、電腦零售商、健身中心與便利商店的實証研究。淡江大學國際貿易學系研究所碩士論文。
20. 曾光華(1995)。顧客資料庫與關係行銷。第二屆中小企業管方研討會論文集(下)，台北：經濟部中小企業處。
21. 曾慶權(2003)。主題遊樂園附

屬旅館之滿意度研究-以劍湖山王子大飯店為例。南華大學旅遊事業管理研究所碩士論文。 22. 楊明賢(1999)。觀光學概論。台北:揚智文化事業股份有限公司。 23. 楊國樞等譯(1991), 行為統計學, 環球書社。 24. 劉銘豐(2002)。商店品牌權益構面之探討。淡江大學管理科學研究所碩士論文。 25. 鄭漢彬(1995)。中美日汽車品牌權益決定因素之研究。國立政治大學企業管理研究所碩士論文。 26. 賴環鋒(2005)。以服務認知價值區隔國際觀光旅館市場之研究。中國文化大學觀光事業研究所碩士論文。 27. 謝耀龍(1997)。關係行銷與顧客滿意。戰略生產力雜誌, 第491期, 第98-101頁。 28. 羅許紘(2003)。主題遊樂園品牌權益衡量構面之探討。南華大學旅遊事業管理學研究所碩士論文。

二、英文部份

1. Aaker, D. A.(1991). Managing brand equity, NY: The Free Press.
2. Aaker, D. A.(1996). Measure brand equity across products and market, California Management Review, 38(3), 102-12.
3. Aaker, D. A.(1991). Brand extensions: The good, the bad, and the ugly, Sloan management review, 47-56.
4. Armstrong, G., & Kotler, P.(2000). Marketing: An introduction, 5th ed., New Jersey: Prentice Hall.
5. Bagozzi, R. P.(1995). Reflections on relationship marketing in customer markets, Journal of the Academy of Marketing Science, 23(4), 272-277.
6. Barwise, P.(1993). Brand equity: Snark or boojum? International Journal of Research in Marketing, 10(1), 93-104.
7. Bearden, W. O., & Teel, J. E.(1983). Selected determinants of consumer satisfaction and complaints report, Journal of Marketing Research, 20, 21-28.
8. Berry, L. L., Lefkowitz, E. F. & Clark, T(1988). In Services, What's in a Name? Harvard Business Review, 28-30
9. Berry, L. L. & Parasuraman, A.(1991). Marketing services competing through quality, New York: The Free Press.
10. Berry, L. L.(1983). Relationship marketing. in Berry, L.L., Shostack, G. L. & Upah, G. D, Eds., Emerging perspectives on services marketing, Chicago: American Marketing Association, 25-38.
11. Berry, L. L.(1995). Relationship marketing of service-growing interest emerging perspectives, Journal of the Academy of Marketing Science, 23, 236-245.
12. Biel, A. L.(1992). How brand image drives brand equity, Journal of Advertising Research, 32(6), 6-12.
13. Blackett, T.(1991). The valuation of brand, Marketing Intelligence and Planning, 9(1), 27-35.
14. Blackston, M.(1992). Observations: Building brand equity by managing the brand's relationships, Journal of Advertising Research, 5(6), 79-83.
15. Bonner, P.G. & Nelson, R.(1985). Product attributes and perceived quality: Foods, perceived quality, Lexington Books.
16. Brasco, T. C.(1988). How brand name are valued for acquisitions, In: L. Leuthesser Ed., MA: Marketing Science Institute, 88-104.
17. Christopher, M., Payne, A., & Ballantyne, D.(1991). Relationship marketing Bringing quality, customer service and marketing together, London: Butterworth-Heinemann Ltd.
18. Christy, R., Oliver, G., & Penn, J.(1996). Relationship marketing in consumer markets, Journal of Marketing Management, 12(1-3), 175-187.
19. Crosby, L. A., Evans, K. R., & Cowels, D.(1990). Relationship quality in services selling: An interpersonal influence perspective, Journal of Marketing, 54, 68-81
20. Cuieford, J.P.(1965). Fundamental Statistics in Psychology and Education, NY: McGraw Hill.
21. Cumby, J. & Barnes, J.(1998). How customers are made to feel: the role of affective reactions in driving customer satisfaction, International Journal of Customer Relationship Management, 1(1), 54-63.
22. Dorsch, M. J., Swanson, S. R. & Kelley, S. W.(1998). The role of relationship quality in the stratification of vendors as perceived by customers, Journal of the Academy of Marketing Science, 26(2), 128-142
23. Dwyer, F. R., Schurr, P. H. & Oh, S.(1987). Developing buyer-seller relationship, Journal of Marketing, 51(2), 11-27.
24. Evans, J. R., & Laskin, R. L.(1994). The relationship marketing process: A conceptualization and application, Industrial Marketing Management, 23, 439-452.
25. Farquhar, P. H.(1989). Managing brand equity, Journal of marketing research, 30(4), 7-12.
26. Feldwick, P.(1996). What is brand equity anyway, and how do you measure it?, Journal of the Market Research Society, 38(2), 85-104.
27. Filiatrault, P & Lapierre, J.(1997). Brand managers' relations with industrial service providers in pharmaceutical and other companies, Management Decision, 14(3), 229 - 247
28. Gronroos, C.(1990). The marketing strategy continuum: Towards a marketing concept for the 1990s. Management Decision, 29(1), 7-13.
29. Gronroos, C.(1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing, Management Decision, 32(2), 4-2.
30. Gummesson, E.(1987). Lip service - A neglected area in service marketing. Journal of Services Marketing, 1(1), 19-23.
31. Gummesson, E.(1996). Relationship marketing and imaginary organizations: A synthesis, European Journal of Marketing, 30(2), 31-44.
32. Hennig-Thuran, T. & Klee, K.(1997). The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development, Psychology and marketing, 14(8), 797-64.
33. Hunt, S. D.(1983). General theories and the fundamental explananda of marketing, Journal of Marketing, 47, 9-18.
34. Ilyssa, L.(1998). One-on-one relationship marketing comes of age. Journal of Medical and Media, 33(6), 44-52.
35. Jackson, B. B.(1985). Build customer relationship that list, Harvard Business Review, 63(6), 120-128.
36. Keller, K. L.(1993). Conceptualizing, measuring, and managing customer based brand equity, Journal of Marketing Research, Jan, 1-22.
37. Kotler, P.(1996). Marketing management: An Asian perspective. London: Prentice Hall.
38. Kotler, P.(1997). Marketing management-analysis, planning, implementation and control, Englewood Cliffs. Journal of Marketing, 33, 10-15
39. Kumar, N., Lisa, K. S., Steenkamp, J-B., E. M.(1995). The effect of supplier fairness on vulnerable resellers, Journal of Marketing Research, 32, 54-65.
40. Lagace, R. R., Dahlstrom, R., & Gassenheimer, J. B.(1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry, Journal of Personal Selling and Sales Management, 11(4), 39-47.
41. Landry, J. A.(2005). Control of environmental conditions for carrot storage: Why and how? 11 - 14.
42. Lassas, W., Mittala, B. & Sharma, A.(1995). Measuring customer - based brand equity, Journal of Consumer Marketing, 12(4), 11-20.
43. Levitt, T.(1983). The marketing imagination, New York: The Free Press.
44. Liljander, V.(2000). The importance of internal relationship marketing for external relationship success, Relationship marketing: gaining competitive advantage and consumer satisfaction and customer retention, 161-192.
45. Louviere, L. & Johnson, R.(1988). Measuring brand image with conjoint analysis and choice models, In: L. Leuthesser, ed. MSI Report, 88-104.
46. Martin, G. S. & Brown, T. J.(1990). In search of brand equity: the conceptualization and measurement of the brand impression construct marketing theory and applications, American Marketing Association, Chicago, 2, 431-438.
47. Montenegro, M. & Costa, J.(1998). Implementing an effective complaint handling policy: Lessons from the electrical goods industry, International Journal of Customer Relationship Management, 1(1), 29-38.
48. Moorman, C., Deshpande, R., & Zaltman, G.(1993). Factors affecting trust in marketing research relationships, Journal of Marketing, 57(1),

81-101. 49. Moorman, C., Zaltman, G. & Deshpande, R.(1993). Relationship between providers and users of market research: The dynamics of trust within and between organizations, *Journal of Marketing Research*, 29(3), 314-328. 50. Morgan, R. J., & Hunt, S. D.(1994). The commitment-trust theory of relationship marketing, *Journal of Marketing*, 58, 20-38. 51. Morgan, Robert M. & Shelby D. H.(1994). The commitment-trust theory of relationship, *Journal of Marketing*, 58(7), 20-38. 52. Morris, M. H., J. Brunyee, & Page, M.(1998). Relationship marketing in practice-myths and realities, *Industrial Marketing Management*, 27(4), 359-371. 53. Mullen, M & Mainz, A.(1989). Brands, bids and balance sheet: Putting a price on protected products, *Acquisitions Monthly*, 24, 26-27. 54. Oliver, R. A.(1996). Satisfaction: A behavioral perspective on the consumer, New York: McGraw-Hill. 55. Parasuraman, A., Zeithaml, V.A & Berry, L.L.(1985). A Conceptual Model of Service Quality and Its Implications for Future Research, *Journal of Marketing*, 41-50. 56. Park, C. S., & Srinivasan, V.(1994). A survey-based method for measuring and understanding brand equity and its extendibility, *Journal of Marketing Research*, 31(5), 271-288. 57. Peltier, J. W. & Westfall, J. E.(2000). Dissecting the HMO-benefits managers relationship: What to Measure and Why, *Marketing Health Services*, 20(2), 4-13. 58. Peppers, D., & Rogers, M.(1995). The End of Mass Marketing, *American Demographics*, 42(Mar/Apr), 45-51. 59. Perrien, J., & Richard, L.(1995). The meaning of a marketing relationship: A pilot study. *Industrial Marketing Management*, 24, 37-43. 60. Rapp, S., & Collins, T.(1990). *The Great Turnaround*, Prentice-Hall Englewood Cliffs, NJ. 61. Reidenbach, R. E. & McClung, G. W. (1999). Managing stakeholder loyalty: When satisfaction is just not enough, *Marketing Health Services*, 20-29. 62. Scanzoni, J.(1979). *Social exchange and behavioral interdependence in social exchange in developing relationships*, Academic Press, NY. 63. Shani, D., & Chalasani, S.(1992). Exploiting niches using relationship marketing. *Journal of Consumer Marketing*, 9(3), 33-42. 64. Sheth, K.(1995). Constrained realizations and minimum variance reconstructions of non-Gaussian random fields, 277, 933. 65. Smith, J. W.(1998). Brand equity and the analysis of customer Transactions, In E.Maltz, ed., *Managing Brand Equity*. 91-11. 66. Srinivasan, V. & Park, C.(1994). A Survey Based Method for Measuring and Understanding Brand Equity and Its Extendibility, *Journal of Marketing Research*, 31(5), 271-288. 67. Srivastava, R. & Shocker, A. D.(1991). *Brand equity: A Perspective on Its meaning and measurement*, Cambridge, MA: Marketing Science Institute, 91-11. 68. Stobart, P.(1989). Alternative methods of brand valuation, in Murphy, J, *Brand Valuations: Establishing A True and Fair View*, London: The Inter Brand Group. 69. Stone, M. & Woodcock, N. (1996). *Relationship marketing*, London: Kogan Page Ltd. 70. Tauber(1988). Brand leverage: Strategy for growth in a cost control world, *Journal of Advertising Research*, August/September, 26-3. 71. Tes, D. K., & Wilton C. P.(1988). Models of consumer satisfaction formation: An extension, *Industrial Marketing Management*, 60, 15-32. 72. Williams, J. D., Han, S. L. & Qualls, W. J.(1998). A conceptual model and study of cross-cultural business relationships, *Journal of Business Research*, 42(2), 135-143. Woodruffe, H.(1995). *Services marketing*, Pitman publishing, London. 三、網頁部份
American Society of Travel Agent homepage (2006/1/5), <http://www.astanet.com>. 全國法規資料庫首頁(2006/1/5), 發展觀光條例, <http://law.moj.gov.tw/>