

# A Study of Relationships between Service Quality and Intention to Re-visit of theme parks-Take the Yamay theme park ...

李國禎、邊瑞芬

E-mail: 9511010@mail.dyu.edu.tw

## ABSTRACT

The purpose of this study is to explore the influence of theme park visitors' expected service quality, perceived service quality, and service quality satisfaction on the willingness to revisit. P.Z.B.'s gaps model of service quality is used as the theoretical basis to analyze the expectations and actual perceptions of visitors regarding theme park service quality, and to understand the relationship between service quality and visitors willingness to revisit at Yamay Discovery World. This study used the visitors of Yamay Discovery World as research subjects. 450 questionnaires were give out between May 1, 2006 and May 14 2006, of which the incomplete questionnaires were discarded; actual retrieval resulted in 393 valid samples, with a questionnaire validity rate of 87.3%. This study considered related scales and revised them. Scales for service quality and willingness to revisit were used as measurement tools, and descriptive statistics, Chi-square test, t-test, ANOVA, and logistic regression were used to verify hypotheses. Research results showed that 1. Visitors were dissatisfied at Yamay Discovery World service quality, with a lower satisfaction regarding the facilities. Visitors of different levels of education and family income showed a significant difference in satisfaction toward service quality. 2. A key factor influencing visitors' willingness to revisit is "care of service personnel for visitors." There were significant differences in willingness to visit among those with different genders and number of times they have visited the park; women were more willing to revisit than men were. 3. Visitors of different ages show a significant difference in recommendation attitudes; youth under 25 years of age have a stronger recommendation attitude. According to empirical research results, suggestions for Yamay Discovery World were proposed, as well as references for future research.

Keywords : service quality, willingness to revisit

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