

服務品質與顧客滿意度對再購意願影響之研究-以海外自由行觀光旅客為例

李振利、王學銘

E-mail: 9511131@mail.dyu.edu.tw

摘要

本研究以問卷調查法研究海外自由行產品購買者，對於產品之服務品質與顧客滿意度及再購意願間之關係。利用迴歸分析法分析256份問卷所得研究結果如下：一、海外自由行產品之服務品質與顧客滿意度間具有顯著的正向關係。二、海外自由行產品之顧客滿意度與再購意願間具有正向關係。三、海外自由行產品服務品質中與再購意願間具有顯著的正向關係。關鍵字：海外自由行，服務品質，顧客滿意度，再購意願

關鍵詞：海外自由行；服務品質；顧客滿意度；再購意願

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三、網站部分 1. 中華民國交通部觀光局: <http://202.39.225.136/indexc.asp>