

The Impact of Home-Stay Managers' and Customers' Life-Style Congruence on Customer Satisfaction

黃秀蓮、洪朝陽

E-mail: 9601295@mail.dyu.edu.tw

ABSTRACT

This study empirically examines the impact of home-stay Managers' and Consumers' life-style congruence on customer satisfaction. The purposes of this study are 1. to expand the epistemology of consumer's satisfaction. And 2. to discuss whether that the life-style difference between managers and consumers will create the moderating effects, and 3. to provide the theory basis for home-stay managers. The analytical approach of methodology is applied to analyze the parsimonious relationship by the questionnaires survey. The samples used for this study consisted of consumers and managers from Taiwan. Of the 1100 surveys distributed, 483 were returned. Deducting 131 questionnaires that contained missing data and were unsuitable, 352 were accepted as valid samples; therefore, an effective response rate of 32.0% was presented. Results indicate that 1.the life-style appeared from home-stay usually are the manager's favor life-style. 2. In the life-style appeared from home-stay and Consumers' life-style congruence, that the higher and lower degree of life-style congruence causes lower degree of consumer's satisfaction. The middle life-style congruence causes higher degree of consumer's satisfaction. Base on 1 and 2 drew the conclusions 3. In home-stay Managers' and Consumers' life-style congruence, the higher and lower degree of life-style congruence, should causes lower degree of consumer's satisfaction. The middle life-style congruence should causes higher degree of consumer's satisfaction. The managerial implications of the findings are discussed and recommendations for future researches are suggested.

Keywords : home-stay, life-style, congruence, consumer's satisfaction

Table of Contents

目錄 封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv
iv 英文摘要.....	v	誌謝.....	vi
vi 目錄.....	vii	圖目錄.....	ix
ix 表目錄.....	x	第一章 緒論 第一節 研究背景.....	1
1 第二節 研究問題與目的.....	3	第三節 研究架構.....	4
4 第二章 文獻探討 第一節 民宿的發展.....	5	第二節 生活屬性.....	9
9 第三節 顧客滿意度.....	13	第三章 研究方法 第一節 研究假設.....	18
18 第二節 變數操作性定義與問卷結構.....	19	第三節 樣本與資料收集方法.....	25
25 第四節 資料分析方法.....	26	第四章 實證結果分析 第一節 基本資料分析.....	28
28 第二節 信度、效度分析.....	33	第三節 變異數分析.....	35
35 第四節 多元迴歸分析.....	38	第五章 結論與建議 第一節 結論.....	39
39 第二節 建議.....	42	第三節 研究限制.....	43
43 文獻參考.....	44	附錄一 國民生活須知.....	51
51 附錄二 民宿顧客問卷.....	52	附錄三 民宿經營者問卷.....	58

REFERENCES

- 一、中文部份 洪朝陽(2005), 銷售者、產品消費者性別屬性一致性對消費者知覺風險影響之研究, 中國文化大學國際企業管理學系博士論文。林英顏(2004), 員工工作投入與, 工作壓力與休閒需求關係之研究, 中國文化大學國際企業管理學系博士論文。顧志豪(1991), 台灣休閒農業發展中民宿建築之配合規劃研究, 國立台灣大學農業工程學系碩士論文 鄭詩華(1998), 民宿制度之研究, 台灣省交通處旅遊事業管理局。何郁如、湯秋玲(1989), 墾丁國家公園住宿現況之研究, 戶外遊憩研究, 2(1):26-51 郭永傑(1991), 山地民宿村莊之計劃理念與營運計劃, 休閒農業經營手冊, 農委會、省委會:106-111 鄭詩華(1992), 農村民宿之經營管理, 戶外遊憩研究, 5(3/4):13-24 韓選棠(1994), 台北市坡地農村發展休閒農業之研究, 台北市政府研究發展考核委員會。潘正華(1994), 台灣農村地區發展休閒農業於農牧用地上建民宿建築之法令可行性研究, 國立台灣大學農業工程學系碩士論文。羅惠斌(1995), 觀光遊憩區規劃與管理, 固地文化出版。姜惠娟(1996), 休閒農業民宿旅客特性與需求之研究, 國立中興大學園藝學系碩士論文。台灣省旅遊局(1998), 民訴制度之研究, 台灣省旅

遊局。林宜甲(1998), 國內民宿經營上所面臨問題與個案分析 - 以花蓮縣瑞穗鄉舞鶴地區為例, 國立東華大學自然資源管理研究所碩士論文。羅義嵩(1998), 從遊客觀點探討台灣發展休閒林業之可行性, 國立中興大學森林學系碩士論文。欣境工程顧問公司(1990), 東部海岸風景發展民宿可行性之研究, 交通部觀光局東部海岸風景特定區管理處:184 楊永盛(2003), 遊客對宜蘭地區評價之研究, 世新大學觀光學系碩士論文 沈益宏(2004), 探索台灣地區企業界服務顧客滿意度整合分析研究執行之問題, 大葉大學事業經營學系碩士論文。林延昇(2004), 遊客對推行休閒林業地區民宿服務品質意見之研究—以奮起湖地區民宿為例, 國立嘉義大學林業暨自然資源學系碩士論文。張煒嵩(2005), 顧客滿意度分析決策支援系統建立之研究, 大葉大學工業工程與科技管理學系碩士論文。吳明隆(2005), SPSS統計應用實務, 台北市:松崗電腦圖書資料股份有限公司。劉文琴(2006), 夫妻性格相似性及互補性與婚姻滿意度及親密度的關係, 佛光大學心理學系碩士論文。

二、英文部份 Alastair, M.M., L.P. Philip, M. Gianna, N. Nandini, & T.O. Joseph,(1996) “ Special Accommodation: Definition, Markets Served, and Roles in Tourism Development ” *Journal of Travel Research*:18-25. Adler, A. (1988). Personality as a self-consistent unity.(M. Cicero, trans.). *Individual Psychology*, 44, 431-440. (Original work published 1932) Anderson, E. W., Fornell, C. & Lehmann, D. R.(1994). Customer Satisfaction, Market Share, and Profitability: Findings From Sweden. *Journal of Marketing*, 58(July):53-66. Baker, D.A. and Crompton, J.L.(2000), “ Quality, Satisfaction and Behavioural Intentions ” *Annals of Tourism Research*, 27(3), 785-804. Barsky, Jonathan D., and Richard Labagh, “ A Strategy for Customer Satisfaction ”, *The Cornell Hotel and Restaurant Administration Quarterly*, Vol.5, October 1992. Berman, B. & Evans, J. R.(1982), “ Marketing ” Macmillan Publishing Co. Inc., New York, pp.189-193. Bryman, A., & Cramer, D. (1997). *Quantitative Data Analysis with SPSS for Windows*. London:Routledge. Byrne, D. (1971) *The Attraction Paradigm*, New York: Academic Press Cardozo, R.N., (1965) “ An Experimental Study of Customer Effort, Expectation and Satisfaction ”, *Journal of Marketing Research*, Vol. 2, August 1965, pp.244-249. Comrey, A.L.(1973). *A first course in factor analysis*. New York : Academic Press.19.Gorsuch, R.L. (1983). *Factor analysis*. Hillsdale, NJ : Lawrence Erlbaum. Day, G.(1984). *Modeling Choices Among Alternative Responses to Dissatisfaction*. In *Advances in Consumer Research*. Ed.Thomas Kinnear. Provo, UT: Association for Consumer Research 496-499. Devito, J.A. (1998). *Then interpersonal communication book*. 8th. New York: Harper & Row. Driver, B.L. (1977), *Item Pool for Recreation Experience Preferences*, Fort Collins, CO: Rocky Mountain Forest and Range Experiment Station. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1993), *Consumer behavior* (7th ed.). Orlando, Florida: Dryden Press. Fornell,C.(1992). “ A National Customer Satisfaction Barometer: the Swedish Experience ” *Journal of Marketing*, 56: 6-21 Gay, L. R.(1992). *Educational Research Competencies for Analysis and Application*. New York:Macmillan. Gorsuch, R.L. (1983). *Factor analysis*. Hillsdale, NJ: Lawrence Erlbaum. Hawkins, D. I., Best, R. J., Coney, K. A. (1992), *Consumer Behavior:Implications for Marketing Strategy*.(5th ed.), pp326, Chicago:Richard D. Irwin. Hempel, D.J.(1997). “ Consumer Satisfaction with the Home Buying Process: Conceptualization and Measurement ” *The Conceptualization of consumer Satisfaction and dissatisfaction*, Hunt,H.D. Cambridge Mass: Marketing Science Institute:7 Howard, J. and J. N. Sheth, (1969), *The Theory of Buyer Behavior*, N.Y: John Wiley & Sons Inc. Hunter, J. E., Schmidt, F. L. & Jackson, G. B.(1982). *Meta-Analysis: Cumulating Research Findings Across Studies*. Sage: Beverly Hills, London. Jones, Moore, Stanaland & Wyatt. (1998). *Salesperson Race and Gender and the Access and Legitimacy Paradigm: Does difference make a difference*.*Journal of Personal Sellin & Sales Management*, 3, 71-88. Kaiser, H.F.(1974). *An index of factorial simplicity*. *Psychometrika*. 39,31-36. Kelly, G. A., *The Psychology of Personal Constructs* N. Y.:Norton Co., 1975. Kotler, P.(1991). *Marketing Management: Analysis, Planning, Implementation and Control*, 7th ed., Prentice-Hall, Englewood Cliffs, NJ.: 246-249. Lam, T. and Zhang.H.(1999), “ Service Quality of Travel Agents: The case of Travel Agents: in Hong Kong ”, *Tourism Management*, Vol.20, No.3, pp.341-349. Lazer William (1963). “ Life Style Concepts and Marketing ” 「 Toward Scientific Marketing 」, Stephen Cresyser ed., Chicago AMS. Miller, J.A.(1977), “ Study Satisfaction, Modifying Models, Eliciting Expectation, Posing Problems and Making Meaningful Measurement ”, *Marketing Science Institute*, Cambridge, Mass,pp.72-91. Mowen, J(1995). *Consumer Behavior*, USA: Prentice-Hall. Mulaik, S.A. (1975). *The foundations of factor analysis*. New York: McGraw-Hill. Newcomb, A. F. & Bukowski, W. M. (1983). *Social impact and social preference as determinants of children ’ s peer group status*. *Developmental Psychology*, 19, 856-867. Oliver, R. L.(1980). *A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions*. *Journal of Marketing Research*, 17(Nov.):460-469. Oliver, R.L.(1981). “ Measurement and Evaluation of Satisfaction Processes in Retailing Setting ” *Journal of retailing*, 57(3), 25-48. Plummer Joseph T. (1974)*The Concept and Application of Lifestyle Segmentation*, *Journal of Marketing* Vol.38, Jan, pp33-37. Reynolds, Fred D. & William R. Darden, “ Constructing Life Style and Psychographics ’ ’, in William D. Wells, ed., *Life Style and Psychographics*, Chicago: American Marketing Association, 1974, pp. 71-96. Singh,J.(1991). “ Understanding the Structure of Consumers Satisfaction Evaluation of Service Delivery ” *Journal of Academy of Marketing Science*, 19:223-234 Sirgy, M. J. (1982). *Self-concept in consumer behavior: A critical review*. *Journal of Consumer Research*, 9, 287-300. Tomas P.Hustard and Edger A.Pessemier(1974).*The Development and Applicant of Psychographics Life Style and Associated Activity and Attitude Measures in Willian D.Wells,ed.*, 「 Life Style and Psychographics 」. Walster, E.,G.W.Walster, & E.Berscheid(1978).*Equity: Theory and Research*. Boston: Allyn & Bacon. Wells, W.D. & Tigert, D. J.(1971), “ Activities, Interest, Opinions ”, *Journal of Advertising Research*, pp.27-35. Winch, R.F.(1958).*Mate Selection: A Study of Complementary Needs*. New York: Harper. Wind, Y. & Green, P. E., “ Some Conceptual Measurement and Analytical Problems in Life Style Research ”, in Wells, W. D., *Life Style and Psychographics*, Chicago:AMA, 1974. Wilensky, H. L. (1960). *Work, Career, and Social Integration*. *International Social Sciences Journal*, 12, 543-560 Wind and Green(1984).*Some Conceptual, Measurement and Analytical Problem in Styling Research*, in W.D.Wells, *Life-Styling and Psychographics*, Chicago, AMA. Zeithaml, V. A., Bitner, M. Jo.(2000). *Services Marketing: Integrating Customer Focus Across the Firm*(2nd ed.), McGraw-Hill Inc