

# A Study on Satisfaction and Loyalty of Miracle Fruit-An Example of the Tourists in Tien-Wei Road Garden

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## ABSTRACT

This study was probed into the relationship between customer satisfaction and loyalty of Miracle Fruit. Tourists who ever tasted or bought miracle fruit in Tien-Wei Road Garden were targeted. A questionnaire was designed to collect the empirical data; a total number of 264 valid samples were obtained. This research regarded SPSS 10.0 edition as an analysis tool. All data were analyzed with descriptive statistics, t test, chi-square test, one-way ANOVA, and Pearson product-moment correlation. The following main five results were derived: 1. In population statistics, there were more male than female customers, the main age level was at 21-30 years old. Most of them were military, civil, and teaching personnel by occupation and had a university or college background with monthly income concentrated between 20,001-40,000 NT dollars. 2. In customer behavior, males were more likely to recommend the miracle fruit to others. Customers under the age of 30 preferred buying fruit tablets and byproduct, however, customers over the age of 30 preferred buying plants and fruit. 3. Customers with university or college background had higher satisfaction with miracle fruit, and were most satisfied with its effect of temporarily altering one's sense of taste, making sour foods taste sweet and delicious. 4. Male showed higher customer loyalty than female. Customers having monthly income of 40,001-60,000 NT dollars showed the highest loyalty. 5. There was positive correlation between customer satisfaction and customer loyalty.

Keywords : miracle fruit ; customer satisfaction ; customer loyalty

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