

服務體驗、關係品質與服務品牌權益關聯性之探討

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摘要

過去許多有關飯店產業的研究，絕大多數將焦點放在顧客客房住宿需求的滿足上。就飯店整體經營觀點，為顧客創造美好的體驗不該只是客房部門的責任，更何況，國外更有不少旅客為了縮短到某些設置於飯店內特色餐廳的預約時間，專程入住該飯店的例子。因此，本研究將以台灣地區的國際觀光飯店為研究對象，瞭解顧客對飯店內部客房與餐廳部門所提供服務的感受，以及這些感受之間所產生的交互作用對飯店整體經營績效的影響。本研究首先藉由文獻探討建立初步的研究概念與變數構念，並透過專家訪談釐清問題的本質，確認欲研究的變數構念與相互關係，接著建立實證研究架構，提出四項研究假設。隨之以交通部觀光局所主管的觀光飯店顧客為調查對象，以問卷調查方式蒐集到215份有效樣本進行實證研究，結論如下：一、客房與餐廳的服務體驗對關係品質之影響，除了客房服務體驗之「核心服務」對關係品質之影響不顯著外，其餘變數對關係品質之影響均呈現正向顯著之關係。二、客房住宿關係品質與內部餐廳關係品質對飯店整體品牌權益呈現正向顯著之影響。三、飯店客房住宿關係品質與內部餐廳關係品質之間具有相關性。四、無法證實內部餐廳關係品質為客房住宿關係品質對飯店品牌權益之調節變數。最後，除了提出本研究結論於理論上與實務上的涵義之外，也說明了本研究的限制，並對後續研究提出建議。

關鍵詞：服務體驗；關係品質；品牌權益

目錄

中文摘要	iii	英文摘要	iii
v 誌謝辭		vii 內容目錄	
viii 表目錄		x 圖目錄	
xii 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	5	第二章 文獻探討	10
10 第一節 服務體驗	10	第二節 關係品質	17
17 第三節 品牌權益	29	第四節 文獻評述	42
42 第三章 研究方法	47	第一節 研究架構	47
47 第二節 研究假設與推論	49	第三節 研究變數與操作性定義	59
59 第四章 資料分析與研究結果	65	第四節 資料收集與分析方法	69
69 第一節 樣本特性說明	69	第二節 抽樣誤差檢定	71
71 第三節 信度分析	73	第四節 效度分析	78
78 第五節 研究假設之驗證	84	第五章 結論與建議	99
99 第一節 研究結論與發現	99	第二節 研究意涵與建議	108
108 參考文獻	113	附錄A 專家訪問	140
140 附錄B 問卷	149		

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