

The Influence of the Customers Involvement on the Service Quality and Relationships Quality about Hotel: A Case Study of

楊麗月 賺、封德台

E-mail: 9800782@mail.dyu.edu.tw

ABSTRACT

Relationship marketing can develop good relationship quality between customers and hotels, can increase customers' purchase frequency, and can build competition advantages of hotels. Different customer involvement will result in changes of customers' concept of service quality. To attempt to be competitive in the Taiwan tourist hotel market, hotels should understand the relations among customer involvement, service quality and relationship quality. The purpose of this study is to investigate influences of customer involvement on hotel service quality and relationship quality in Taiwan. The subjects of this study were customers who had consuming experiences in tourist hotels in Taiwan. The findings are as follows: 1. The service quality of tourist hotels has a positive influence on customers' relationship quality. 2. The customer involvement will influence tourist hotels on relationships between service quality and relationship quality.

Keywords : service quality ; relationship quality ; customer involvement

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	4	第三節 研究對象與範圍	4
5 第四節 研究步驟與流程	5	第二章 文獻探討	5
7 第一節 服務品質	7	第二節 關係品質	7
10 第三節 服務品質與關係品質的關係	12	第四節 涉入程度	12
14 第五節 涉入程度對服務品質與關係品質的關係	18	第三章 研究方法	18
20 第一節 研究架構	20	第二節 研究假設	20
21 第三節 操作性定義與衡量	21	第四節 問卷的設計	21
23 第五節 樣本決定與抽樣方法	26	第六節 資料分析方法	26
27 第四章 研究結果	29	第一節 問卷回收與敘述性統計	29
29 第二節 問卷的效度與信度	32	第三節 人口統計變數對各研究構面差異分析	40
44 第四節 各構面相關分析	44	第五節 服務品質對關係品質的影響	48
52 涉入程度對服務品質與關係品質的影響	52	第六節 研究假設驗證結果	55
56 研究與建議	56	第七章 研究限制	56
58 研究意涵	58	第一節 研究結果	56
61 研究之建議	61	第二節 未來	60
73 查表設計版	73	第三節 參考文獻	62
3 觀光遊憩區遊客人數	3	附錄A 問卷調查表設計版	73
21 之研究假設	21	附錄B 問卷調查表發放版	78
25 係品質衡量變數與衡量問項	25	表 1-1 國內主要	4
29 1 樣本之敘述性統計分析	29	表 1-2 台灣地區觀光旅館家數及房間數統計表總表	4
34 表 4-3 KMO值與Bartlett球形檢定表	34	表 3-1 待驗證	23
38 表 4-5 關係品質因素分析結果	38	表 3-2 服務品質衡量變數與衡量問項	23
39 表 4-7 量表信度分析結果	39	表 3-3 關係	26
40 表 4-8 不同性別對服務品質、關係品質之差異分析表	40	表 3-4 涉入程度變數與衡量問項	26
41 表 4-9 不同年齡對服務品質、關係品質之差異分析表	41	表 4-1 樣本之敘述性統計分析	29
42 表 4-11 不同教育程度對服務品質、關係品質之差異分析表	42	表 4-2 適合進行因素分析的KMO值	33
43 表 4-13 不同用餐經驗對服務品質、關係品質之差異分析表	43	表 4-3 KMO值與Bartlett球形檢定表	34
44 表 4-15 各構面相關分析表	44	表 4-4 服務品質因素分析結果	38
		表 4-5 關係品質因素分析結果	38
		表 4-6 涉入程度因素分析結果	39
		表 4-7 量表信度分析結果	40
		表 4-8 不同性別對服務品質、關係品質之差異分析表	41
		表 4-9 不同年齡對服務品質、關係品質之差異分析表	41
		表 4-10 不同職業對服務品質、關係品質之差異分析表	42
		表 4-11 不同教育程度對服務品質、關係品質之差異分析表	42
		表 4-12 不同支配所得對服務品質、關係品質之差異分析表	43
		表 4-13 不同用餐經驗對服務品質、關係品質之差異分析表	43
		表 4-14 不同住宿經驗對服務品質、關係品質之差異分析表	44
		表 4-15 各構面相關分析表	45
		表 4-16 服務品質對關	

係品質之迴歸結果	51	表 4-17 涉入程度對服務品質與關係品質之迴歸結果	52	表 4-18 研究假設驗證結果彙整	55	圖 1-1 本研究流程圖	6	圖 2-1 消費者涉入性概念圖	17	圖 3-1 本研究架構圖	20
--------------------	----	--------------------------------------	----	-----------------------------	----	------------------------	---	---------------------------	----	------------------------	----

REFERENCES

- 一、中文部分 方世榮, 張嘉雯(2005), 顧客涉入程度對服務品質與關係品質之干擾效果 - 以電腦賣場與內部商店為例, 中山管理評論, 12(4), 755-794。王美慧, 陳瑞龍, 蘇元含(2006), 運用結構方程式探討加油站服務品質對顧客滿意度與忠誠度之影響—以中油加油站為例, 顧客滿意學刊, 2(2), 47-86。王美慧, 張書豪, 周美雲(2007), 銀行信用卡業務顧客自發行為之研究, 文大商管學報, 12(1), 139-164。池文海, 鄭益興(2006), 探討加油站服務品質對顧客滿意度與忠誠度之影響, 品質學報, 13(2), 99-119。交通部統計處統計專題分析(2007), 我國觀光旅遊市場統計分析[線上資料], 來源:
<http://www.motc.gov.tw/mocwebGIP/wSite/public/Attachment/f1199695745509.doc> [2007, 11. 14] 交通部觀光局觀光政策(2002), 觀光政策白皮書[線上資料], 來源: http://admin.taiwan.net.tw/auser/b/wpage/chp61/61_1.htm[No date] 交通部觀光局觀光政策(2005), 觀光客倍增計畫[線上資料], 來源: <http://admin.taiwan.net.tw/auser//b/doublep/double.htm>[No date] 交通部觀光局觀光統計月報觀光市場調查摘要(2007), 96年12月暨全年觀光市場概況[線上資料], 來源: http://admin.taiwan.net.tw/statistics/release_show.asp?selno=1483[2008, January 20] 交通部觀光局觀光統計月報(2008), 2008年2月觀光旅館營運統計月報[線上資料], 來源:
http://admin.taiwan.net.tw/statistics/month_show.asp?selno=24&selyear=2008&selmonth=2&sikey=1[2008, 3. 21] 江義平, 江謝鎮同(2007), 網站服務品質與網站體驗對關係品質及行為意圖之影響, 電子商務學報, 9(4), 689-724。李正文, 陳煜霖(2005), 服務品質、顧客知覺與忠誠度間關係之研究—以行動通訊系統業為例, 顧客滿意學刊, 1(1), 51-84。余泰魁, 黃識銘(2006), 關係連結與未來關係互動之研究—關係品質中介效果, 管理與系統, 13(3), 265-292。吳立偉, 黃吉村, 劉宗其(2007), 關係品質與交叉購買—金融商品相似度與複雜度的雙重干擾效果, 管理學報, 24(3), 289-306。林義屏, 董玉娟, 李勇輝(2007), 顧客關係管理在網路銀行服務的應用:網站服務品質對顧客忠誠度的影響, 交大管理學報, 27(1), 57-85。婁文信, 李政達, 劉義聖(2007), 通路成員交易公平性、關係品質與關係績效之研究—以北臺灣零售業為例, 中原企管評論, 5(2), 97-124。陳建文, 洪嘉榮(2005), 服務品質、顧客滿意與忠誠度關係之研究—以ISP為例, 電子商務研究, 3(2), 153-172。黃俊英(2002), 行銷學的世界, 台北:天下文化。張添香, 趙沛(2007), 拍賣網站顧客忠誠度之研究, 品質學報, 14(2), 125-136。鄧維兆, 馬郁淇, 蔡志弘(2006), 產品涉入、承諾與服務品質之關係研究—以某北投溫泉旅館為例, 品質月刊, 8, 64-71。鄧維兆, 鄭尚悅, 蔡志弘, 蔡世傑(2006), 旅館業服務品質評估模式之建立研究, 品質月刊, 11, 77-84。
- 二、英文部分 Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125-143. Antil, J. H., (1984). Conceptualization and Operationalization of Involvement, In T. Kinnear (Ed.), *Advances in consumer research*, Series 11. Association for Consumer Research, 203-209. Armistead, C. G. (1985). Design of Service Operation. In *Operations Management in Service Industries and the Public sector*, Christopher Voss, ed. New York: John Wiley & Sons, Inc. Bennett, R. & Barkensjo, A. (2005). Internal Marketing, Negative Experiences, and Volunteers' Commitment to Providing High-Quality Services in a UK Helping and Caring Charitable Organization *Journal. International Journal of Voluntary and Nonprofit Organizations*, 16(3), 251-274. Berry, L. L. (1983). Relationship Marketing, in Berry, L. L., Shostack, G. L., Upah, G. D. (Eds.), *Emerging Perspectives on Service Marketing*. Chicago, Illinois, American Marketing Association, 25-28. Christy, R., Oliver, G. & Penn, J. (1996). Relationship Marketing in Consumer Markets. *Journal of Marketing Management*, 12(3), 175-187. Churchill, Jr., G. A., & Surprenant, C. (1982). An Investigation into the Determinant of Consumer Satisfaction. *Journal of Marketing Research*, 19(4), 491-504. Crosby, L. A., Kenneth, R. E. & Cowles, D. (1990). Relationship Quality in Services Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, 54(7), 68-81. Dorsch, M. J., Swanson, S. R. & Kelly, S. W. (1998). The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers. *Journal of the Academy of Marketing Science*, 26(2), 128-142. Dwyer, F. R., & Oh, S. (1987). Developing Buyer-Seller Relationship. *Journal of Marketing*, 51(2), 11-27. Dwyer, F. R., & Oh, S. (1987). Output Sector Munificence Effects on the Internal Political Economy of Marketing Channels. *Journal of Marketing Research*, 24(6), 347-358. Gronroos, C. (1983). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*, 18(4), 37-45. Gronroos, C. (1990). *Service Management and Marketing: Managing the Moments of Truth in Service Competition*, Lexington, Mass.:Lexington Books. Henning-Thuran, T. & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology and Marketing*, 14(8), 764-797. Henning-Thuran, T. (2000). Relationship Quality and Customer Retention through Strategic Communication of Customer Skills. *Journal of Marketing Management*, 16(1-3), 55-79. Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, Jr. W. E. & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 72(2), 164-175. Houston, M. J., & Rothschild, M. L. (1978). Conceptual and Methodological Perspective in Involvement, in *Research Frontiers in Marketing: Dialogues and Directions*. Chicago, Illinois: American Marketing Association, 184-187. Juran, J. (1989). *Juran on Leadership for Quality: An Executive Handbook*. New York: Free Press. Kotler, K., & Scheff, J. (1996). Crisis in the arts: The marketing response. *California Management Review*, 39(1), 28-53. Kumar, N., Scheer, L., & Steenkamp, J. B. (1995). The Effects of Supplier Fairness on Vulnerable Resellers. *Journal of Marketing Research*, 32(3), 54-65. Krugman, H. E. (1965). The Impact of Television Advertising; Learning Without Involvement. *Public Option Quarterly*, 29 (Fall), 349-356. Lagace, R. R., Dahlstrom, R. & Gassenheimer, J. B. (1991). The Relevance of Ethical Salesperson Behavior on Relationship Quality: The Pharmaceutical Industry. *Journal of Personal Selling and Management*, 11(4), 39-47. Lee, J. N., & Kim, Y. G. (1999). Effect of

partnership quality on IS outsourcing: Conceptual framework and empirical validation. *Journal of Management Information Systems*, 15(4), 29-61.

Lehtinen, U., & Lehtinen, J. R. (1982). *Service Quality: A Study of Quality Dimensions*. Service Management Institute, Helsinki. Unpublished Working Paper.

Lehtinen, U., & Lehtinen, J. R. (1991). Two Approaches to Service Quality Dimension. *Service Industries Journal*, 11(3), 287-303.

Leuthesser, L. (1997). Supplier Relational Behavior: An Empirical Assessment. *Industrial Marketing Management*, 26(3), 245-254.

Levitt, T. (1972). Production-line approach to service. *Harvard Business Review*, 50(4), 41-52.

Lovelock, C. H., & Young, R. F. (1979). Look to consumers to increase productivity. *Harvard Business Review*, 57(3), 168-180.

Mittal, B. (1995). A Comparative Analysis of Four Scales of Consumer Involvement. *Psychology and Marketing*, 12(7), 663-682.

Moore, K. R. (1998). Trust and Relationship Commitment in Logistics Alliances: A Buyer Perspective. *International Journal of Purchasing and Materials Management*, 34(1), 24-37.

Moorman, C., Deshpande, R. & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relationship. *Journal of Marketing*, 57(1), 81-101.

Morgan, R. M. & Hunt, S. D. (1994). The Commitment Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20-38.

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.

Park, C. W., & Young, S. M. (1986). Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation. *Journal of Marketing Research*, 23(1), 11-24.

Parasuraman, A., & Zeithaml, V. A. & Berry, L. L. (1985). A Conceptual Model of Service Quality and its Implication for Future Research. *Journal of Marketing*, 49(4), 41-50.

Parasuraman, Zeithaml, V. A. & Leonard B. (1988). SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12-40.

Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag, Inc.

Robert, K., Varki, S., & Brodie, R. (2003). Measuring the Quality of Relationships in Consumer Service: An Empirical Study. *European Journal of Marketing*, 37(1-2), 169-196.

Roloff, M. E., & Miller, G. R. (1987). *Interpersonal Processes: New Direction in Communication Research*, 14. London: Sage Publication, Inc.

Sasser, W. E. Jr., Olsen, R. P. Jr., & Wyckoff, D. D. (1978). *Management of Service Operations: Text and Cases*. Boston, Mass., Allyn & Bacon.

Schlenker, B. R., Helms, B. & Tedeschi, J. T. (1973). The Effects of Personality and Situational Variable on Behavioral Trust. *Journal of Personality and Social Psychology*, 25(3), 419-427.

Smith, B. (1998). Buyer-Seller Relationships: Bonds, Relationship Management, and Sextype. *Revue Canadienne des Sciences de l'Administration*, 15(1), 76-92.

Smith, J. B. (1998). Buyer-Seller Relationships: Similarity, Relationship Management, and Quality. *Psychology and Marketing*, 15(1), 3-21.

Storbacka, K., Strandvik, T., & Gronroos, C. (1994). Managing Customer Relationships for Profit: The Dynamics of Relationship Quality. *International Journal of Service Industry Management*, 5(5), 21-38.

Swinyard, W. R. (1993). The Effects of Mood, Involvement, and Quality of Store Experience on Shopping Intentions. *Journal of Consumer Research*, 20(9), 271-280.

Traylor, M. B. (1981). Product Involvement and Brand Commitment. *Journal of Advertising*, 21(12), 51-56.

Westbrook, R. A. (1981). Sources of Consumer Satisfaction with Retail Outlets. *Journal of Retailing*, 57(3), 68-85.

Zaichkowsky, J. L. (1985). Measuring the Involvement construct. *Journal of Consumer Research*, 12, 341-352.

Zaichkowsky, J. L. (1986). Conceptualizing Involvement. *Journal of Advertising*, 15(2), 4-14.

Zeithaml, V. A. (1981). How Consumer Evaluation Processes Differ Between Goods and Services, In *The Marketing of Services*, Proceedings of the 1981 National Services Conference. Ed. J. Donnelly (pp. 186-190), Chicago: American Marketing Association.