

台灣民眾赴大陸旅遊知覺價值與旅客滿意對忠誠度影響之研究

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摘要

世界各國服務業的顯著成長，觀光旅遊業是典型服務業的一種，隨著我國1979年開放出國觀光，人數逐年增加，2007年國人出國目的地，經統計到訪大陸高達39.9%（交通部觀光局2007年國人旅遊狀況調查），國人赴大陸旅遊後是否會再次前往旅遊，旅行業者必須提高消費者忠誠度，才能在這競爭激烈的市場上生存，故影響消費者忠誠度的因素是值得進一步探討的課題。

本研究問題是探討台灣民眾赴大陸旅遊知覺價值、旅客滿意與忠誠度之間的關係，透過問卷發放調查，總計回收405份有效問卷，資料分析結果顯示(一)旅客知覺價值對滿意度有正向影響。(二)旅客知覺價值對忠誠度有正向影響。(三)旅客滿意度對忠誠度有正向影響。

建立顧客忠誠度，已成為旅行業者重要的經營策略之一，本研究是以台灣民眾赴大陸旅遊之實證結果，可提供旅行業者對旅客知覺價值、滿意度與忠誠度影響關係之參考。

關鍵詞：知覺價值 旅客滿意 忠誠度

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