

羽球館消費者滿意度與忠誠度關係之研究

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摘要

隨著民眾運動觀念的改變，多數人認為為了健康而花錢去運動是值得的，因此也越來越多的人願意到羽球館打球，為了解這些消費者在羽球館的消費現況。本研究針對台中市北區大都會羽球館消費者調查對於羽球館滿意與忠誠之研究。研究目的如下：1.分析羽球館消費者對羽球館設施及服務之滿意。2.分析羽球館消費者對羽球館之忠誠。3.探討羽球館消費者滿意與忠誠之關係。4.針對研究結果提供羽球館經營者在設施及服務之經營策參考。

本研究的資料分析是由描述性統計、獨立樣本T檢定、皮爾森積差相關、單因子變異數分析、因素分析以及迴歸分析來進行，有效問卷為334份。本研究之結果如下：1.不同背景變項的消費者在滿意度與忠誠上有部份差異。2.不同參與行為的消費者在滿意度與忠誠上有部份差異。3.消費者的滿意度對忠誠有顯著的正向影響關係，這表示消費者對於場地的滿意高低，將影響消費者對於場地的忠誠。4.滿意度中的「設施整體滿意度」題項對忠誠度的預測力最佳，其解釋量為最高的26.7%。可知，設施影響羽球館消費者忠誠的最大因素。

關鍵詞：羽球館、羽球館消費者、滿意、忠誠

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