服務品質、滿意度及行爲意向關係之研究
－以七股潟湖「龍海號」生態之旅為例

A Study on the Correlation to Service Quality, Satisfaction and Behavioral Intention - Taking the Longhai Eco-tour of Chiku Lagoon for Example

蕭慧德
遠東科技大學企業管理系 副教授
周萍芬
遠東科技大學企業管理系 講師
蕭宏誠
遠東科技大學企業管理系 講師
梁庭瑋
遠東科技大學企業管理系

Huey-Der Hsiao
Department of Business Administration, Far East University
Pin-Fenn Chou
Department of Business Administration, Far East University
Horng-Cherng Shiau
Department of Business Administration, Far East University
Ting-Wai Liang
Department of Business Administration, Far East University

摘 要

隨著政府觀光政策推動及國人旅遊需求轉變，生態旅遊掀起一股熱潮，本研究以自然度較高、自然資源較為豐富的台南七股潟湖「龍海號」的生態之旅為研究對象，對參與生態旅遊的遊客進行調查，探究研究區生態旅遊服務品質、滿意度、行爲意向之現況及其關係，並瞭解影響生態旅遊購後行爲意向之重要因素。

研究結果顯示，實際服務品質較重視的前三項為「服務人員在任何時間，都能保持對遊客的禮貌性」、「服務人員願意協助遊客」及「服務人員不會因爲忙碌而不理會遊客的要求」。在生態旅遊滿意度與行爲意向方面，遊客對生態旅遊活動整體普遍感到滿意及認同。生態旅遊服務品質、滿意度、行爲意向間之關係，經路徑分析後得知，生態旅遊服務品質會正向影響滿意度，而滿意度亦正向影響遊客行爲意向；其中又以生態旅遊服務品質六個因素中之「可及性」、「專業性」影響遊客滿意度的程度最大。影響生態旅遊購後行爲意向的重要因素依序為「可及性」、「專業性」及「信賴性」；本研究結果已提供給管理單位於增強遊客行爲意向時之參考。

關鍵字：生態旅遊、服務品質、行爲意向
Abstract

With the promotion of governmental policies and changes happening to local people touring demands, eco-tour has triggered a prevalent fever. This research views the Longhai Eco-tour of Chiku Lagoon with more abundant natural resources on Tainan as the research subject. The survey is conducted on eco-tourists to explore current status and correlation to service quality, satisfaction and behavioral intention of eco-tour. It also aims to understand the important factors to affect the behavioral intention after purchasing eco-tour.

Research results indicate the highest emphasized 3 items of service quality are separately "Service givers can be polite to tourists at all times.", "Service givers are highly willing to help tourists." and "Service givers never ignore the request from tourists even if they are busy." In the aspects of eco-tour satisfaction and behavioral intention, tourists show their satisfaction and recognition to eco-tour activities commonly. For the correlation to eco-tour service quality, satisfaction and behavioral intention, after analysis, it is known that eco-tour service quality show positive influence on satisfaction. Also, satisfaction triggers positive influence on behavioral intention of tourists. Among 6 factors, "reachable" and "professional" exert the highest influence on satisfaction of tourists. Some import factors to affect behavioral intention after purchasing eco-tour are "reachable", "professional" and "reliable" orderly. The research results have been submitted to the authorities concerned as the reference to enhance behavioral intention of tourists.

Keyword: Eco-tour, Service Quality, Behavioral Intention