

## 摘要

本研究應用 Parasuraman, Zeithaml and Berry 服務品質模式對顧客滿意度及再購意願之分析以觀光旅館為例進行研究，期望達到下列研究目的：服務品質（缺口）對顧客滿意度是否有影響效果、顧客滿意度對再購意願是否成正相關、服務品質（缺口）是否會影響再購意願、以顧客信任作為干擾是否影響消費者的滿意度以及顧客滿意度是否中介於服務品質（缺口）及再購意願。

首先，本研究針對觀光旅館業進行產業分析，並利用文獻深度探討每個項目的定義及衡量構面的建構，並參考學者 Parasuraman 等人於 1985 年所提出的服務品質缺口模型，作為本研究的架構基礎，進而設計本研究的完整架構，並且以網路問卷形式進行調查。問卷蒐集完成後，本研究將使用統計分析軟體 SPSS 22.0 與 AMOS 22.0 軟體來分析與驗證研究架構中各個變項之間的相互關係，主要使用項目分析、信度分析、敘述性統計、驗證性因素分析以及結構方程模式。

研究結果顯示：服務品質（缺口）會顯著影響顧客滿意度以及再購意願，且顧客滿意度會部分中介於服務品質（缺口）及再購意願，另外，顧客信任會干擾於服務品質（缺口）對顧客滿意度之效果，且低顧客信任的干擾效果較高顧客信任強。人口統計變數部分，性別於顧客滿意度具有顯著性，年所得和臺灣觀光旅館住宿次數於再購意願皆具有顯著性，其他人口統計變數年齡、教育程度及平均住宿消費金額，皆無顯著性。

**關鍵詞：**觀光旅館業、PZB 服務品質、顧客滿意度、顧客信任、再購意願

## ABSTRACT

This study applies Parasuraman, Zeithaml, and Berry's service quality models to analyze customer satisfaction and repurchase intention. Taking tourist hotels as an example, it is expected to achieve the following research objectives: whether service quality has a meaningful impact on satisfaction, customer satisfaction and repurchase intention are positively correlated, service quality will positively affect repurchase intention, customer trust will moderate satisfaction and service quality, the last one is satisfaction will mediate between service quality and repurchase intention.

Firstly, analyze the tourism hotel industry and use literature discussion to define each project and measurement dimension. Next, referring to the service quality model proposed by Parasuraman *et al.* in 1985 and conducting a questionnaire survey. After the questionnaire is collected, will use statistical analysis software SPSS 22.0 and AMOS 22.0 software to analyze and verify the relationship between the various variables in the research framework. This study uses item analysis, reliability analysis, descriptive statistics, confirmatory factor analysis, and structural equation model.

The results show that service quality (gap) will significantly affect customer satisfaction and repurchase intention. Customer satisfaction will partly mediate service quality (gap) and repurchase intention. In addition, customer trust will moderate service quality (gap) to customer satisfaction. As for demographic variables, gender is significant in customer satisfaction. Annual income and the number of visited hotels in Taiwan are both significant in repurchase intention. Other demographic variables such as age, education level, and average accommodation spending are not significant.

**Key words: Tourist Hotel, PZB Service Quality, Customer Satisfaction, Customer trust, Repurchase Intention**