

高爾夫球練習場顧客滿意度之研究-以花蓮高爾夫球練習場為例

張登聰, 曾明郎, 謝偉雄, 葉清華, 蔡國權, 張維嶽

體育室

人文社會學院

0

摘要

The research on customer satisfaction of golf practices
Take Hualian golf practice course as an example

Abstract

Based on consumer with different background of golf practices, the main purpose of this study was to analyze consumer satisfaction of golf practices for the Hualian area, also compared the differences of consumer satisfaction. Such findings would provide useful references for the management of golf practice course. The questionnaire survey take place in the Hualian golf practice course, there are 79 surveys which was effective for this research. By descriptive statistics, factor analysis, single factor variance analysis and the Scheffe comparison test, the result comes to:

1. The background and the economic status of the customer of Hualian golf practice course

Male the most people who takes this survey, mostly married, age between 36 to 45, graduated from high school level, mainly sales clerk and service staffs who' s monthly income between NT: 40,001 to NT:60,000. Mostly members of this golf practice course.

2. Satisfaction analysis of the customer of Hualian golf practice course

After Principle-Component Analysis, the statistics shows 73.58% of consumer satisfaction. For the Cronbach' s , the total Cronbach' s rate is 0.95, average Cronbach' s rate is between 87 to 95.

After the analyse of the average mean of this survey, result for the highest mean value is only 2.89 ± 0.66 . It shows that customers are unsatisfied with the present status of this golf course, the most

unsatisfied is “the environment” , then “the selling of golf equipment” and “selling of meals” .

3. Satisfaction analysis of customer from different social and economical status

For this study, the result shows remarkable difference of the satisfaction of customer from different social and economical status ($p < .05$). After scheffe comparison, customers graduated from high school are more satisfied than the collage graduates.

關鍵字：golf, golf practices, satisfaction, customer satisfaction, social economic status