

The Evaluation of the Hot Spring Hotels Based on Consumers' Expectation

謝玲芬, 林羿吟

Technology Management

Management

lfhsieh@chu.edu.tw

Abstract

This study discusses the consumer's expectations on the service qualities of hot spring hotels in Pei-Tou, Taiwan. Beginning with the concept of PZB service quality, in which the specialist questionnaire is developed and used to firmly establish all criteria under each dimension to build a complete evaluation framework for the service qualities of hot spring hotels. Then, Analytic Network Process is applied to find the relative weights among each criterion and to come up with the ranking among the hot spring hotels. Finally, the service quality evaluating framework and evaluation results can be used as a direction and reference for the hot spring hotel proprietors to enhance on the service item planning and service qualities in the future.

Keyword : hot spring hotels, PZB service quality, Analysis Network Process