

A preliminary research on evaluating the customer satisfaction of Taiwan
tourism industry by TCSI model- a case of amusement parks

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Abstract

Tourism industry has become the most noticeable social economic indicator. It plays a decisive role in economic development. Customer satisfaction indicator (CSI) is a useful tool in evaluating the quality of national economic system. Taiwan 's CSI (TCSI) includes 44 industries which contribute 60% of GDP and tourism industry occupies 2.5-3% of GDP. The amusement park business is adopted as the survey subject this research. The result is to propose a measuring base of Taiwan customer satisfaction indicator. However, the variables related to satisfaction and loyalty of tourists are linked with quality of services, which are key issues that the investors want to enhance. LISREL is applied in this research to testify the model fitness of TCSI. The result indicates that Image, customer expectation, perceived quality and perceived value will positively affect customer satisfaction.

Keyword :