

國民中學畢業旅行學校服務品質、學生知覺價值與滿意度之關聯性研究

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摘要

This study investigated the service quality dimensions to design the questionnaire, factor analysis, analysis of variance, regression analysis as an analytical tool to understand the students graduating from the travel service quality, perceived value and satisfaction related to sex. The analysis found that the quality of school services to measure the dimensions can be divided into three dimensions. Results indicated that students of different background variables for the study variables, no significant difference; students there is a positive correlation of service quality and perceived value of the School graduation trip.

關鍵字：graduation trip, service quality, perceived value, satisfaction