

# 服務品質與服務價值對顧客滿意度影響效果之實證研究-以孩童主題樂園為例

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## 摘要

This research areas is focused on the children theme park, based on the accompany parents of the theme park. This research is discussed the theme park' s service quality, service value, and customer satisfaction in order to improve the theme park' s best service to the customers. Besides, it can also enhance a consumer' s consuming intention and tourism. This research adopted a convenient sampling and released questionnaires in the children theme park' s exit. This study gave out 380 copies of questionnaire, a total of 366 copies were returned with 3 deductible copies, and reply rate is 96 percent. Among that there were 363 effective questionnaires and effective response rate is 95 percent. This research uses structural equation modeling (SEM) to verify hypothesis of service quality, service value, and customer satisfaction. According to the results of the surveys, the whole analysis results are obtained the better model interpretation and specification. It is represented that it can be applied in children theme park' s regular customers' satisfaction survey in order to help making the effective improvement guiding principles. Through SEM analysis path effects found that service quality has a positive impact on customer satisfaction, and service quality has a positive impact on service value significantly. The service value has a positive impact on customer satisfaction significantly. Our results showed that between the service quality, service value, and customer satisfaction have a positive impact relationships.

關鍵字：Service Quality, Service Value, Customer Satisfaction, and SEM