

博物館服務品質、滿意度及遊客行為意向之研究：以屏東國立海洋生物博物館為例

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摘要

Now people have more income and leisure time than ever before, and the current operations of the museum are obviously different from the past. According to the reference found that the operations of museum have tend to customer-oriented direction, so that we can understand that service quality, satisfaction and behavioral intention are more important for museums. The National Museum of Marine Biology and Aquarium in Pingtung of Taiwan, the former three popular tourist attractions, as well as Taiwan's first one use BOT pattern by the public services and guides explain outsourcing, so this study use this museum in a case study. The main purpose of this study was to investigate: (1) What the condition between the National Museum of Marine Biology and Aquarium's service quality, visitors' satisfaction and behavioral intention. (2) Discussing the relation of the National Museum of Marine Biology and Aquarium's service quality and the visitors' satisfaction. (3) Discussing the relation of the visitors' satisfaction and their intention. (4) Discussing the relation of the National Museum of Marine Biology and Aquarium's service quality and visitors' intention. This study gave 419 valid samples. The results of the study were: (1)The visitors felt the service quality of National Museum of Marine Biology will affect their satisfaction; (2) The visitors' satisfaction will affect their behavior intention; (3)The visitors felt the service quality of National Museum of Marine Biology will affect their behavior intention. Based on the above findings, this study made suggestion for the National Museum of Marine Biology and Aquarium and other museum manage unit to manager their visitors.

關鍵字： service quality, satisfaction, behavior intention, museum