

以顧客關係管理構建內外部顧客滿意度之評估模式－以台灣連鎖飯店業為例

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摘要

The tourist industry and technology industry has been the red hot businesses in the twenty first century. The best way to stand out within the highly competitive hotel industries is raising the customers' satisfactions. The purpose of this paper is combining the tradition measurement of customer' s satisfaction and the concept of customer' s relationship management to offer the hotel industry a conceptual evaluates structure. According to the review of papers, the higher customer' s satisfactions could enhance the hotel chain performance. Therefore, this paper has been successfully constructed the complete evaluation model by using the external and internal customer' s satisfactions from the main dimensions of the customer' s relationship management. From make sure the accuracy of this model, this paper provides questionnaires for both consumers and employees for hotel industry. This paper utilizes the data of the nine hotels under the most famous top three chain hotel industry in Taiwan as the object of the analysis in model illustration. In order to realize the relationship between evaluation criteria, this paper applied the Interpretive Structural model (ISM) to confirm the relationship between all criteria. Besides, this paper converts the Analytic Hieratical Process (ANP) to figure out the weights of criteria. In conclusion, through the evaluation model of external and internal satisfactions, the results can be feed backed to hotel industry for improving the efficiency of their management.

關鍵字：customer' s relationship management, customer' s satisfaction, Analytic Hieratical Process (ANP), Interpretive Structural model (ISM)