

臺灣運動觀光產業服務品質指標建構之研究

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摘要

本研究主要目的，在探討影響國人參與運動觀光之服務品質因素，並進一步建構臺灣運動觀光產業服務品質指標。本研究方法以PZB服務品質模式為理論基礎，自行發展「運動觀光服務品質調查問卷」為工具，以居住於台灣地區年滿十六歲以上曾參與運動觀光旅遊之民眾1738名為樣本，再依分析的需要將此樣本隨機分為三組。先以第一組樣本作探索性因素分析和項目分析，以獲得運動觀光服務品質指標因素結構，再以第二組樣本進行結構方程模式之驗證性因素分析，建構服務品質指標之信度與效度，然後使用第三組樣本做此一測量模式之複核效化，採多群組分析進行逐漸嚴苛之多層次檢驗，以確保服務品質指標具有穩定性以及預測力，上述資料以SSPS14.0及AMOS17.0進行分析。本研究的結果如下：(1)經探索性因素分析，發現運動觀光服務品質指標因素包括：可靠性、保證性、關懷性、有形性、回應性等五項因素，其中以可靠性之影響最大，其次依序為保證性、關懷性、有形性、回應性，五個因素共可解釋總變異量75.34%，且具有良好內部一致性；(2)經驗證性因素分析，運動觀光服務品質指標之有形性、可靠性、回應性、保證性、關懷性的潛在構面均具有收斂效度與區別效度；(3)複核效化分析，兩群樣本之觀察變項負荷量均為等同，本研究所建構服務品質指標具有跨樣本或跨情境之有效性。綜合而言，本量表因素結構良好、具有建構效度，信度考驗也達到標準，且蒐集的資料適配於本研究所提出的理論模式，而模式的穩定性也通過最寬鬆至最嚴苛之統計考驗，顯示PZB服務品質模式理論五構面可應用於運動觀光服務品質指標之建構，唯應考量不同運動觀光型態、服務組織特性及消費者區隔，並經由指標之修正來符合實際之運用。

關鍵詞：運動觀光、服務品質、服務品質指標、運動觀光產業、PZB 服務品質模式

A Study of the Service Quality Indicators for Sport Tourism in Taiwan

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Abstract

The **purpose** of this study is to discover the factors of Taiwan citizens' participations in sport tourism in terms of the service quality, and build the service quality indicators of sport tourism. This research **method** is based on the model of service quality of PZB. "The Questionnaire of Service Quality in Sport Tourism Industry" will be conducted. 1738 citizens in Taiwan who are aged 16 or above and also have experienced sport tourism activities will be interviewed. The samples were divided into three sets by random procedure. The first sample set was used to generate the factors through exploratory factor analysis. Then a series of competing models was established and evaluated by the second sample set using confirmatory factor analysis procedure and have good reliability, and to construct the reliability and validity of service quality indicators. The cross-validation was tested by the third sample set for the model. The model's stability and predictive power were confirmed. The data to be analyzed by SPSS14.0 and AMOS 17.0. The **results** of this research are as follows: (1) Exploratory factor analysis shows that the sport tourism quality index includes five factors: reliability, assurance, empathy, visibility, and responsiveness. Of these, reliability has the greatest influence, followed by assurance, empathy, visibility, and finally responsiveness. These five factors can explain 75.34% of the total variance and have good internal consistency; (2) Confirmatory factor analysis shows that on the sports tourism quality index, the latent reliability, assurance, empathy, visibility, and responsiveness dimensions all have convergent validity and discriminant validity; (3) Cross-validation analysis shows that the volume of the two sample groups are the same. The service quality index constructed in this research has cross-sample and cross-situational validity. To **conclude**, the factor structure of the scale is good, showing construct validity and passing the reliability test. In addition, the data gathered fits with the theoretical framework proposed by this study and the stability of the model has passed both loose and tight statistical tests. This shows that the five dimensions of the PZB service quality model can be used in the construction of the sport tourism service quality index. However, it is necessary to take into consideration different types of sport tourism, the different characteristics of service organizations, and consumer segments, making appropriate revisions to the index based on actual use.

Keywords: sport tourism, service quality, quality indicators, sport tourism industry, PZB service quality model