

顧客對足體養生館的服務品質與滿意度之研究

吳蘇¹、林紀玲²

1. 美和科技大學 2. 大仁科技大學

摘要

本研究目的主要在探討高屏地區顧客對足體養生館所提供之各項服務品質、滿意度之差異情形。以高屏地區的足體養生館 258 位顧客做為研究的對象。本研究以自編之「舒壓按摩的服務品質與滿意度之研究」問卷作為研究工具。採用 SPSS 17.0 版統計軟體進行 t 考驗、單因子變異數分析進行驗證性分析。結果發現：1. 男性在整體、服務、效率、需求、貼心、訓練與知識的服務品質的要求高於女性；男性在整體、品質、設備、需求、適切性、行銷的滿意度高於女性。2. 不同年齡的顧客在整體、設備、訓練與知識的服務品質差異達顯著水準；不同年齡的顧客在在整體、設備、適切性的滿意度差異達顯著水準。3. 已婚者在整體、服務、設備、效率、需求、貼心、訓練與知識、資訊的服務品質要求高於未婚者。4. 不同教育程度的顧客在整體、服務、設備、效率、需求、貼心、訓練與知識、資訊的服務品質有差異存在；在滿意度上整體、品質、設備、需求、適切性、行銷、活動規劃、觀感差異均達顯著水準。5. 不同職業的顧客在需求、貼心的服務品質有差異存在；在滿意度上需求、行銷差異均達顯著水準。6. 不同月收入的顧客在資訊的服務品質差異達顯著水準；不同月收入在整體、品質、需求的滿意度差異達顯著水準。希望能正確了解經營足體養生館成功關鍵之要件，以便給予相關產業妥適的建議，作為日後研究及相關產業之參考。

關鍵詞：舒壓按摩、服務品質、顧客滿意度

Research on service quality and customer satisfaction with the Massage Museum

Su, Wu ¹, Chi-ling, Lin ²

1 Meiho University . 2. Tajen University

Abstract

The purpose of this study were to explore the Kaohsiung and Pingtung customers of service quality, satisfaction with the situation on the difference podosomes Massage museum offerings. In this study, Massage museum on Kaohsiung and Pingtung area 258 customers as the object of empirical research. In this study, The study instrument was adapted self-make "research diastolic pressure massage service quality and satisfaction of the" questionnaire. This study was performed using SPSS version 17.0 statistical software, t-test, one-way ANOVA of variance confirmatory analysis. The results showed that: 1 man in the whole, service, efficiency, demand, caring, training and knowledge of the requirements of quality of service than women; men overall, quality, equipment, needs, relevance, marketing satisfaction than women. 2. customers of different ages in the difference service quality in whole , equipment, training and knowledge of significant level; customers of different ages in the difference satisfaction in whole, equipment and relevance reaches significant levels. 3. married in whole, services, equipment, efficiency, demand, caring, service quality training and knowledge, information requirements higher than the unmarried. 4. different levels of education in the whole customer service, equipment, efficiency, demand, caring, training and knowledge, service quality information have differences; in whole satisfaction, quality, equipment, needs, relevance, marketing, events planning, perception difference reached significant level. 5. different occupations customer demand, caring service quality differences exist; the satisfaction of needs, marketing difference reached significant level. 6. The monthly income of different customer service quality in significant differences in the level of information; different monthly income in overall quality, satisfaction, significant differences in the level of demand. We are hoping to correctly understand the key elements of a successful business Massage museum in order to give the relevant industry Botox recommendations for future research and related industries of reference.

Key words:Massage, Service Quality,customer satisfaction