

訪談法分析作業

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第一單元

一、議題：在觀光餐旅中的顧客滿意度研究(Customer satisfaction in hospitality and tourism industry)

二、比較分析表格

Author(s)	Topic	Institute(s)	Interviewee(s)	Instrument	Data Analysis	Results
Graefe, A. R., & Burns, R. C. (2013)	Customer service and satisfaction	10 US Army Corps of Engineers Lakes	2933 visitors	Structured interview: 19 questions with guideline in four domains	Mediation Analysis	Individual customer service attributes and customer satisfaction are highly correlated
Mace, L.G. (2015)	Customer satisfaction	Sheraton Gateway Hotel, L. A.	10 sales and catering managers	Opened interview: a set of interview questions	Thematic Analysis	Current customer service satisfaction is efficient and effective
Minihan, C. (2014)	Culinary tourism experience	Fort Collins, Colorado	6 breweries and 6 restaurant owners	In-depth interview: 12 open-ended questions	Content Analysis	Implications & recommendations are proposed
Ren, L., Qiu, H., Wang, P., & Lin, P. M. C. (2016)	Customer satisfaction	Budget hotels in Mainland China	13 male guests and 15 female guests of budget hotels	Semi-structured interview: 39 open-ended questions	Content Analysis	Tangible and sensorial experience, staff aspect, aesthetic perception and location significantly influence customer satisfaction
van Hagen, M., & Bron, P. (2014)	Customer satisfaction to emotional experience	Train stations	27 passengers	In-depth interview: a set of interview questions	Underlying Construct Elicitation Method (UCEM)	When passengers have a good place to sit, they can experience peace and relaxation

三、比較分析

綜合而論，此五篇研究期刊或論文，皆運用到質性研究的訪談法，但仔細分析各篇使用的方法，卻有所差異。如 Graefe, A., & Burns, R. C. (2013)使用的是結構型訪談法；Ren, et al. (2016)使用的是半結構型訪談法；Minihan, C. (2014)及 van Hagen, M., & Bron, P. (2014)則是用深度訪談法；Mace, L. G. (2015)則運用了開放式訪談法。每篇研究的對象及職場的場域皆不同，因此各研究者選擇不同的訪談方式來獲取分析資。此外，各研究的資料分析方法也不盡相同，如 Graefe, A., & Burns, R. C. (2013)利用中介變項分析法(mediation Analysis)；Mace, L. G. (2015)的主題分析法(thematic analysis)；Minihan, C. (2014)及 Ren, et al. (2016)所使用的內容分析法；van Hagen, M., & Bron, P. (2014)的紮根理論分析法(underlying construct elicitation method)等。雖同樣使用訪談法，各研究中的受訪者的人數也不同，如 Graefe, A., & Burns, R. C. (2013)的研究中受訪者最多，高達 3,000 人；Ren, et al. (2016)的受訪對象為 28 人；van Hagen, M., & Bron, P. (2014)的受訪者有 27 人；Minihan, C. (2014)的受訪對象有 12 人；最後是 Mace, L. G. (2015)的 10 人。其共同點是若受訪對象為高階主管則人數較少。

四、參考文獻

- Graefe, A., & Burns, R. C. (2013). Testing a mediation model of customer service and satisfaction in outdoor recreation. *Journal of Outdoor Recreation and Tourism*, 3-4, 36-46. Retrieved from ScienceDirect.
- Mace, L. G. (2015). *Customer satisfaction at the Sheraton Gateway Hotel Los Angeles*. A master's thesis presented to the Department of Family and Consumer Sciences, California State University, Long Beach. Retrieved from ProQuest.
- Minihan, C. (2014). *Exploring the culinary tourism experience: An investigation of the supply sector for brewery and restaurant owners*. A doctoral dissertation presented to the Department of Human Dimensions of Nature Resources, Colorado State University, Colorado. Retrieved from ProQuest.
- Ren, L., Qiu, H., Wang, P., & Lin, P. M. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality and Management*, 52, 13-23. Retrieved from ScienceDirect.
- van Hagen, M., & Bron, P. (2014). Enhancing the experience of the train journey: Changing the focus from satisfaction to emotional experience of customers. *Transportation Research Procedia*, 1, 253-263. Retrieved from ScienceDirect.

第二單元

一、可能之訪談題目

1. What do you understand to be the current system for measuring customer satisfaction at the Sheraton Gateway Hotel Los Angeles?

2. Are you satisfied about the current system for measuring customer satisfaction that is in place? Why or why not?
3. How effective do you think this system is at measuring customer satisfaction?
4. Have you noticed any consistent themes in survey responses, if so, what are they?
5. Are there often repetitive themes or results, if so, what are they?
6. Have you ever taken part in a meeting/planning session to discuss customer satisfaction survey results?
7. What changes, if any, have been made as a result of reviewing customer satisfaction survey results?
8. In your opinion, what changes would be most effective at improving customer satisfaction?
9. How would you describe the importance of these surveys by hotel management?
10. What are some suggestions you have for improving the current system that is in place for measuring customer satisfaction?

二、參考文獻

Mace, L. G. (2015). *Customer satisfaction at the Sheraton Gateway Hotel Los Angeles*. A master's thesis presented to the Department of Family and Consumer Sciences, California State University, Long Beach. Retrieved from ProQuest.

第三單元

一、第一篇文獻如何達到客觀論述的目標

Graefe, A., & Burns, R. C. (2013). Testing a mediation model of customer service and satisfaction in outdoor recreation. *Journal of Outdoor Recreation and Tourism*, 3-4, 36-46. Retrieved from ScienceDirect.

該篇研究使用結構型訪談法(structured interview)，訪問前預先設計好固定結構的問題，受訪過程中只能重複陳述問題或利用一致性的說法解釋，結構性訪談較問卷調查法更費時，且常因嚴格的標準化作業程序，其所獲得的資料難以深入問題的核心。但本研究利用 19 個預先設計好之問題大綱，且受訪對象高達 3,000 人，有效回收 2,933 受訪者資料，可彌補結構型訪談法不夠深入客觀的缺點。

二、第二篇文獻如何達到客觀論述的目標

Mace, L. G. (2015). *Customer satisfaction at the Sheraton Gateway Hotel Los Angeles*. A master's thesis presented to the Department of Family and Consumer Sciences, California State University, Long Beach. Retrieved from ProQuest.

該篇研究使用開放式訪談法(opened interview)，訪問前預先擬定好十個開放式的議題，以較自由的方式或型態來對談，受訪者可根據議題自由陳述己見。且訪談的過程中，嚴格控制受訪者之間的干擾因素，如將每位受訪者分別帶入私人的空間來接受訪問，確保受訪者的回應不受彼此的干擾，以增加訪問結果的客觀性。

三、第三篇文獻如何達到客觀論述的目標

Minihan, C. (2014). *Exploring the culinary tourism experience: An investigation of the supply sector for brewery and restaurant owners*. A doctoral dissertation presented to the Department of Human Dimensions of Nature Resources, Colorado State University, Colorado. Retrieved from ProQest.

該篇研究使用深度訪談法(in-depth interview)，藉由一對一訪問 6 位餐館的經營者及 6 位高階經理，以獲得餐廳經營者對美食之旅的顧客經驗和滿意度的看法。目的在瞭解受訪者對顧客的美食經驗的主觀看法，如餐廳的擺設、餐廳的服務、顧客的感官經驗、當地文化、提供娛樂等項目。深度訪談的優點是可獲得更深入的資料與瞭解；缺點是樣本數較少，代表性不足，不易將所獲得的資料加以彙整分析。

四、第四篇文獻如何達到客觀論述的目標

Ren, L., Qiu, H., Wang, P., & Lin, P. M. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality and Management*, 52, 13-23. Retrieved from ScienceDirect.

該篇研究使用半結構型訪談法(semi-structured interview)，訪問前預先設計好固定及非固定結構的問題，半結構型訪談法較結構型訪談法彈性更大，且結構型訪談法常因嚴格的標準化作業程序，其所獲得的資料難以深入問題的核心，但半結構型訪談法則受訪者較有自由發揮的空間，可彌補結構型訪談法不夠深入客觀的缺點。

五、第五篇文獻如何達到客觀論述的目標

van Hagen, M., & Bron, P. (2014). Enhancing the experience of the train journey: Changing the focus from satisfaction to emotional experience of customers. *Transportation Research Procedia*, 1, 253-263.

該篇研究使用深度訪談法(in-depth interview)，藉由對 27 名搭乘火車旅行的遊客所設計的深度訪談法。訪談的問題針對遊客搭乘火車的過程，如站內服務、乘車的感官經驗、有無座位等旅客情感經驗和滿意度提出調查，目的在瞭解受訪者對搭乘火車的旅遊經驗的主觀看法。一般而言，深度訪談的優點是可獲得更深入的資料與瞭解；缺點是樣本數較少，代表性不足，不易將所獲得的資料加以彙整分析；但此研究後續增加了 65 位旅客的線上群組意見調查法(online research community)，以彌補深度訪談法之不足。