

量表設計

觀光旅遊質量與遊客滿意度之調查 *Customer Satisfaction and tourism*

一、構面設計

本研究議題為探討觀光旅遊質量與遊客滿意度之調查，主要以 Lee、Jeon 和 Kim(2011)之研究針對旅遊期望、旅遊動機、旅遊品質及遊客滿意度等構面設計問卷量表，其量表之項目變量是參考研究文獻探討的部分綜述討論後確定出遊客期望、旅遊動機、旅遊質量、遊客滿意度、旅遊投訴及旅遊忠誠度等 6 大構面。而本研究議題採用 Lee(2011)等人研究量表構面之旅遊期望、旅遊動機、旅遊品質、旅遊滿意度及旅遊忠誠度等 5 大構面設計問卷題項。

遊客期望之題項的部分是以 Lee、Jeon 和 Kim(2011)及 Hui、Wan 和 Ho(2007)對顧客期望之研究量表設計作調整；旅遊動機之題項則以 Lee、Jeon 和 Kim(2011)、Yoon 和 Uysal(2005)、Kamata 和 Misui(2015)及 Kim 和 Eves(2012)以上學者對顧客旅遊動機量表之設計進行調整；旅遊品質以 Lee、Jeon 和 Kim(2011)、Truong 和 Foster(2006)及 Kim 和 Eves(2012)等研究之量表設計進行調整；旅遊滿意度以 Lee、Jeon 和 Kim(2011)、Chen(2016)等人、Rajaratnam(2014)等人及 Kim、Woo 和 Uysal(2015)以上學者之研究量表設計進行調整；最後旅遊忠誠度之題項設計則參考 Lee(2011)等人及 Kim 和 Eves(2012)的旅遊忠誠度量表設計進行調整，本研究量表設計採用李克特 5 點量表從 5（非常滿意）至 1（非常不滿意）進行遊客滿意度之問卷填答。

二、量表分析

分類	題目	順反向	引用文獻
遊客的期望 Tourist expectations	1. 我希望旅遊時能看到美麗的風景。 a. I expect to see very beautiful scenery from the tour. b. Singapore should have attractive urban sightseeing	順向	a. Lee et al., 2011 b. Hui et al., 2007
	2. 我希望旅遊時能看到歷史文化遺址。 a. I hope to see historical and cultural legacy from the tour. b. Singapore should have attractive natural and scenic spots.	順向	a. Lee et al., 2011 b. Hui et al., 2007
	3. 我希望旅遊時能看見舒適、安全的城市環境。 a. I hope to see comfortable and safe city environments from the tour. b. Singapore should be a clean and tidy place.	順向	a. Lee et al., 2011 b. Hui et al., 2007
	我希望旅遊時能看到各種紀念品。 a. I expect to see various souvenirs from the tour.	順向	a. Lee et al., 2011

旅遊動機 Tourist motivations	4. 我希望透過旅遊獲得精神上的休息。 a. I expect to get mental rest from the tour. b. Doing nothing at all.	順向	a. Lee et al., 2011 b. Yoon & Uysal, 2005
	5. 我希望透過旅遊享受娛樂。 a. I hope to enjoy amusements from the tour. b. Finding thrills and excitement. c. Being entertained and having fun.	順向	a. Lee et al., 2011 b. Yoon & Uysal, 2005 c. Yoon & Uysal, 2005
	6. 我希望透過旅遊遠離工作場所。 a. not having to go to work. b. no messages coming from your workplace.	順向	a. Kamata & Misui, 2015 b. Kamata & Misui, 2015
	7. 我希望透過旅遊獲得新的經驗。 a. I hope to get a number of new experiences from the tour. b. Experiencing local food makes me see the things that I don't normally see. c. Experiencing local food allows me discover something new.	順向	a. Lee et al., 2011 b. Kim & Eves, 2012 c. Kim & Eves, 2012
	我認為旅遊比起成本有更高的價值。 a. The tour will be more valuable than its cost.	順向	a. Lee et al., 2011
旅遊品質 Tour quality	旅遊提供了美麗風景的經驗。 a. The tour has provided experiences of beautiful scenery.	順向	a. Lee et al., 2011
	8. 旅遊景點充滿歷史及人文傳統。 a. The tour spot was filled with historical and cultural legacy. b. I would be able to visit archeological ruins. c. I would be able to visit historical sites. d. Experiencing local food gives me an opportunity to increase my knowledge about different cultures.	順向	a. Lee et al., 2011 b. Truong & Foster, 2006 c. Truong & Foster, 2006 d. Kim & Eves, 2012
	9. 旅遊是舒適及安全的。 a. The tour was comfortable and safe. b. I would feel safe whilst travelling.	順向	a. Lee et al., 2011 b. Truong & Foster, 2006
	我認為導覽比起成本有更高的價值。 a. The tour was more valuable than its cost.	順向	a. Lee et al., 2011

旅遊滿意度 Tourism satisfaction	10. 我對此次的旅遊感到很高興。 a. Pleased – displeased. b. I have enjoyed myself from the tour. c. I am pleased with the most recent tourism experience.	順向	a. Chen et al., 2016 b. Lee et al., 2011 c. Kim et al., 2015
	11. 此次拜訪的旅遊目的地超出了我的預期。 a. Contended – frustrated. b. My visit(s) to the rural tourism destination(s) have exceeded my expectations.	順向	a. Chen et al., 2016 b. Rajaratnam et al., 2014
	12. 我對此次的旅遊感到滿意。 a. Satisfied – dissatisfied. b. I have enjoyed my visit(s) to the rural tourism destination(s). c. I am satisfied with the most recent tourism experience.	順向	a. Chen et al., 2016 b. Rajaratnam et al., 2014 c. Kim et al., 2015
	我很滿意導遊。 a. I am satisfied with the tour.	順向	a. Lee et al., 2011
旅遊忠誠度 Tourist loyalty	13. 我會將好的旅遊經驗分享給其他人。 a. I will tell good experiences from the tour to other people. b. I like to talk to everybody about my local food experiences.	順向	a. Lee et al., 2011 b. Kim & Eves, 2012
	14. 我會將此遊程推薦給其他人。 a. I will recommend the tour to other people. b. I want to give advice about local food experiences to people who want to travel. c. I would like to recommend others to visit the destination.	順向	a. Lee et al., 2011 b. Kim & Eves, 2012 c. Kim et al., 2015
	15. 我未來會再拜訪此國家或再參加此遊程。 a. I will revisit the country and participate in the tour in the future. b. I am positive in participating in the tour in the future. c. Revisiting the destination would be worthwhile.	順向	a. Lee et al., 2011 b. Lee et al., 2011 c. Kim et al., 2015

三、參考文獻

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