

影響目的地忠誠度的因素探討

- 以休閒涉入為干擾變數

**A Study of the Effect of Factors on Destination Loyalty
-Leisure Involvement as a Moderator**

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摘要

過去探討有關於影響目的地忠誠度的因素之研究相當多，但是對於影響這些構念的變數間之關係似乎尚未釐清。本研究探討影響目的地忠誠度之因素將目的地知覺形象及目的地知覺價值為前因變數，滿意度為中介變數，休閒涉入為干擾變數。本研究以在高雄地區遊憩過，且年紀在 18 歲以上的遊客為研究對象，共發放問卷 300 份，回收有效問卷 273 份，有效問卷回收率達 91%。以迴歸分析驗證各研究假說，結論分述如下：(1) 整體滿意度對目的地忠誠度有正向影響；(2) 目的地知覺形象對整體滿意度有正向影響；(3) 目的地知覺形象對目的地忠誠度有正向影響；(4) 目的地知覺價值對整體滿意度有正向影響；(5) 目的地知覺價值對目的地忠誠度有正向影響。其次，探討滿意度的中介效果發現：(1) 整體滿意度對於目的地知覺形象及目的地忠誠度具有部分中介效果；(2) 整體滿意度對於目的地知覺價值及目的地忠誠度具有部分中介效果。最後探討休閒涉入程度的干擾效果發現：休閒涉入正向干擾目的地知覺形象對於整體滿意度的影響性。依據研究發現，本研究提出相關實務建議。

關鍵詞:目的地忠誠度、滿意度、目的地知覺形象、目的地知覺價值、休閒涉入

A Study of the Effect of Factors on Destination Loyalty
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ABSTRACT

A procedure is in the past, there were a lot of studies discussing about the factors affecting the destination loyalty of people, but they did not clarify the relationship among the variables affecting these constructs. When exploring the factors affecting people's destination loyalty, the study takes destination image and destination value as the antecedent variables, satisfaction as the mediating variable, leisure involvement as the intervening variables. The study takes the tourist who is over 18 years old, and has traveled in Kaohsiung City. There were 300 official questionnaires distributed. After taking away the invalid questionnaires, there were 273 valid questionnaires returned. After using regression analysis of data to verify the suppositions of different studies, the following conclusions are drawn: (1) The satisfaction by tourist has positive effect on destination loyalty (2) The destination image by tourist has positive effect on satisfaction; (3) The destination image by tourist has positive effect on destination loyalty; (4) The destination value by tourist has positive effect on satisfaction; (5) The destination value by tourist has positive effect on destination loyalty; (6) Satisfaction has mediating effect in the interrelationship among destination image and destination loyalty; (7) Satisfaction has mediating effect in the interrelationship among destination value and destination loyalty; (8) Leisure involvement intervenes the effect of destination image on destination loyalty. According the findings of the study, related suggestions for practices are proposed by the study.

Keywords: destination image, destination value, satisfaction, destination loyalty, and leisure involvement.

第一章 緒論

第一節 研究動機

休閒旅遊與樂活，一直是近幾年來相當熱門的話題。而觀光休閒產業即所謂的「無煙囪工業」，藉由營造各種有利的觀光環境與條件，吸引外部顧客來當地增加消費，進而帶動地區產業的發展，增加就業機會。觀光休閒產業發展也是都市行銷策略中非常重要的一環。Kotler (1993) 等人認為都市行銷將都市未來的發展遠景定位為產品，藉由強化地方經濟基礎，有效率地滿足與吸引既有與潛在的目標市場，藉由加強都市基礎建設，創造與吸引高素質人力，刺激地區企業組織的擴張與成長，發展強而有力的公私合作組織，界定及吸引適合地區與相互依存的公司及產業，創造地區的正向意象、良好的基本設施、獨特的吸引力及友善的服務文化，並加以有效的行銷，以謀求都市整體的提昇，而地區行銷 (Places marketing) 亦是挽救都市困境、促進都市成長相當有效的作法之。White (1999) 也指出城市的永續經營有賴成功的行銷。由上述可知，發展一個城市的經濟、文化、生活品質等要件，推廣觀光休閒產業即是一項重要途徑。

高雄縣幅員遼闊，地理環境差異極大，西南有藍色秀麗海岸線，東北綠色壯麗的高山，從高山到平原、海岸，起伏高低的自然景觀變化多端，被認為具有發展觀光產業相當優良的條件；高雄市對於都會區風貌的塑造，強調 21 世紀「海洋首都」的規劃，並以創造生活、生態、生產均衡的國際港灣都市為目標，並以宏觀前瞻視野與強化都市競爭力角度來營造高雄市，亦努力擺脫過去給人「灰色城市」、「重工業城市」、「文化沙漠」等負面形象 (鄭博文、邱鴻遠，2006)。而觀光產業乃世界各國普遍重視的無煙囪工業，與科技產業共同被視為是二十一世紀的明星產業，在創造就業機會及賺取外匯的功能上具有明顯效益，因此中央政府政策—《國家發展重點計畫—挑戰 2008》即列入『觀光客倍增計畫』來引導台灣觀光產業邁向嶄新紀元 (高雄縣政府觀光交通處)。然

而觀光產業的發展與經濟景氣密切相關，98 年因金融海嘯、新流感及八八水災等因素降低了國內外人士出外旅遊的意願，台北、台中、高雄地區觀光旅館住房率 98 年均呈下降，非僅高雄地區；幸虧近幾年來為吸引國內遊客至高雄觀光旅遊，市府規劃舉辦大型活動如 2010 高雄燈會藝術節、高雄國際馬拉松、2010 高雄春天藝術節系列活動、高雄青春設計節、2010 高雄國際勞工影展、2010 高雄購物美食節等活動，及推出全國第一台水陸兩用觀光車。帶動高雄新一波觀光熱潮，遊客亦有陸續回籠之趨勢。

對於高雄的觀光市場的發展，有關當局一直秉持多元、平衡發展為目標，重視各市場的國際旅客及國民旅遊，並以「多元開放」的靈活觀光行銷宣傳。但在包裝景點的同時，仍脫離不了行銷的架構模式，該如何吸引觀光客的前往，首要便該從消費者行為的觀點研究起，本研究動機即為利用行銷理論延伸之架構，試運用在觀光休閒產業之特性上，以期能了解相關變數影響遊客對旅遊目的地忠誠度之顯著與否，以及變數之間的關係。

過去對於忠誠度與滿意度之研究相當豐富，並大多證實顧客滿意度與忠誠度/意圖之間有正向影響 (Anderson and Sullivan, 1993; Cronin et al., 2000; Taylor and Baker, 1994)。Lai, Griffin and Babin (2009) 在研究中亦指出：顧客滿意度和價值是顧客忠誠度的重要決定因素，因此，價值對顧客忠誠度有直接的影響，亦會透過滿意度而產生間接的影響。而影響顧客忠誠度的二項主要因素為知覺品質和知覺價值 (Fornell et al., 1996)。從上述文獻可知：知覺價值、服務品質和形象對顧客忠誠度之影響性，是否須透過滿意度而產生間接影響？亦或不須透過滿意度而產生直接的影響？值得探討。就旅遊而言，Kridler, Arguello, Campbell and Mora (2010) 指出：遊客的偏好度取決於他們的目的地形象。Lee, Yoon and Lee (2007) 亦指出遊客對旅遊的知覺價值（功能性、全面性與情感價值）滿意度有顯著影響。由上述所知，目的地知覺形象、知覺價值能左右遊客對目的地景點之滿意度與忠誠度。綜合以上，不同以往之研究，本研究以目的地知覺形象及知覺價值為自變項來探討其對目的地景點之滿意度與忠誠度之影響性。

更進一步地，本研究以休閒涉入做為干擾因子，探討上述關係是否有變化？Bryan (1977) 表示：涉入是消費者行為在制定決策過程中一項重要的干擾變數。Chen and Tsai (2008) 也指出，消費者產品涉入在價值－滿意度－忠誠度的模型中產生干擾效果。在高產品涉入情形下，知覺價值對於忠誠度的正向影響會增加；在低產品涉入情形下，滿意度對於忠誠度的正向影響會顯現。根據上述，本研究認為目的地知覺形象與知覺價值相似，均須長期的經驗累積所獲得的認知，因此休閒涉入將正向干擾目的地知覺形象與知覺價值對於滿意度及忠誠度之影響性。然而，由於滿意度為一個短期且易變化之變數，休閒涉入將負向干擾其對於忠誠度之影響性。針對上述論點進行研究並分析結果，以期能獲得研究發現，並對相關業者提出經營上之建議。

第二節 研究目的

根據以上所述之研究缺口，促成本研究之目的，並以休閒涉入為干擾變數，探討是否會對上述變數間直接關係產生干擾影響。

1. 探討整體滿意度對目的地忠誠度之影響性
2. 探討目的地知覺形象對整體滿意度之影響性
3. 探討目的地知覺形象對目的地忠誠度之影響性
4. 探討目的地知覺價值對整體滿意度之影響性
5. 探討目的地知覺價值對目的地忠誠度之影響性
6. 探討休閒涉入是否對以上變數直接關係產生干擾影響
7. 探討整體滿意度之中介效果

第三節 研究流程

本研究自確立研究動機與目的，到文獻蒐集、選定研究方法、文獻回顧與理論探討，以至問卷設計發放後，經過整理並分析評估結果，獲得結論並提出相關建議。研究流程攸關論文邏輯，因此本研究流程如圖 1-1。

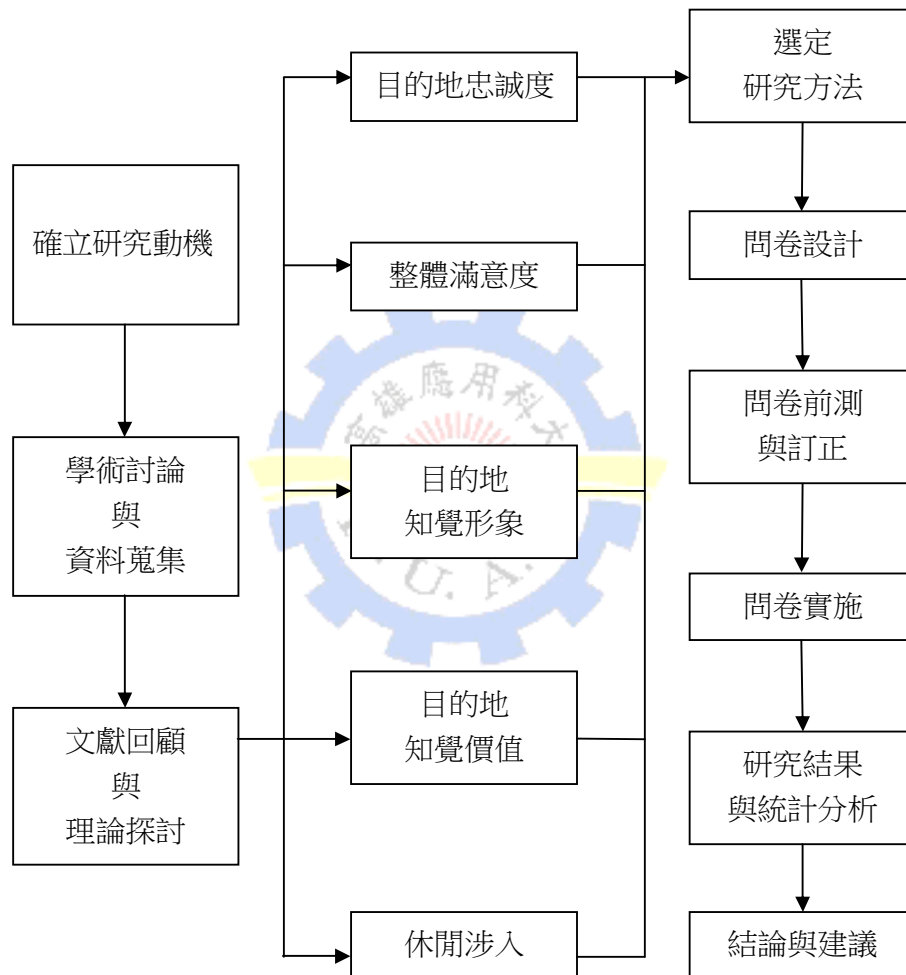


圖 1-1 研究流程圖

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