團體套裝旅遊之服務表現對遊客忠誠度之影響：層級程序分析法的應用

The Influence of Service Performance in Group Package Tours on Tourist Loyalty toward Travel Agencies: An Application of Analytic Hierarchy Process

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摘要

　　近年來團體套裝旅遊成為亞洲旅遊之主要方式。本研究採用專家訪談與應用層級程序分析法來瞭解台灣出境團體套裝旅遊各部分、因素與項目的重要性。透過文獻探討與專家訪談，團體套裝旅遊包含旅行社服務、交通、餐旅與娛樂四個部分，共 42 個項目。根據本研究的結果，旅行社服務是團體套裝旅遊中最重要的部份 (權重=0.375)，第二與第三重要的部份分別是餐旅 (0.347)與交通 (0.183)，娛樂則是重要性最低的部份 (0.095)。此外本研究也加入應用層級程序分析法所得之各因素權重進行後續之迴歸分析，其結果說明團體套裝旅遊之內容表現對遊客滿意度有正向影響，遊客滿意度對信任度以及忠誠度也具有正向影響。

關鍵字：團體套裝旅遊、應用層級程序分析法、滿意度、信任、忠誠度

ABSTRACT

In recent years, group package tours (GPT) have become the main mode of travel among Asian. This research conducts a series of expert interviews and applies the Analytic Hierarchy Process (AHP) to understand the importance and weight priority of the Sectors, Factors and Items of outbound GPT in Taiwan. Through the literature review and expert interviews, GPT content is divided into four sectors, namely travel agent services, transportation, hospitality services, and entertainment, which are further divided into ten factors and 42 items. The results show that travel agent services is the most important sector (weight = 0.375), followed by hospitality services (0.347), transportation (0.183), and entertainment (0.095). The results of the regression analyses also indicate that the levels of GPT content performance will positively affect the levels of tourist satisfaction with a travel agency, which will then influence their trust and loyalty toward it.

Keywords: Group package tour (GPT), Analytic hierarchy process (AHP), Satisfaction, Trust, Loyalty