

國立澎湖科技大學應用外語系

實務專題計劃

**Exploring the Relationship of Customer
Satisfaction, Travel Image, and Repeat Visit
Intention on Hot Air Balloons**

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中華民國一〇三年十二月五日

探討熱氣球搭乘與顧客滿意度、旅遊意象及重遊意願之關係

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摘要

在現今觀光業中，熱氣球已成為一項非常熱門的話題。一趟在空中的冒險可以提供搭乘熱氣球的遊客感受到翱翔天際的感覺及迷人的風景，享受這段特殊的經歷與樂趣。本研究以探討熱氣球之顧客滿意度、旅遊意象以及再遊意願。採用李克特之五點式評量法(Likert Scale)的問卷提供這370位來自台灣各地區及其他國家搭乘熱氣球之觀光客填寫(189位男性，181位女性)，結果顯示，客戶滿意度和重複參觀的意圖($r=.587$)之間有正相關。該模型表示，附加價值和相關的旅遊體驗($\beta=.178, t=3.346, p<.05$)，高價值的搭乘熱氣球體驗($\beta=.143, t=3.953, p<.05$)，搭乘熱氣球的良好與安全性($\beta=.129, t=3.798, p<.05$)，專業的客戶服務($\beta=.132, t=3.761, p<.05$)，理想的地理位置，交通便利，全面的公共設施($\beta=.089, t=2.941, p<.05$)，可以判斷遊客是否有重遊搭乘熱氣球的意向。資料和年齡層次的來源之間也有統計性， $\chi^2=34.511, df=21, p\text{-value}=.032<.05$ 。這表示參與者在不同年齡層次間具有尋找不同來源信息的方式。除此之外，北部的遊客也比其他地區的遊客更享受搭乘熱氣球的感覺。 $X^2=134.07, df=25, p=0.000<0.05$ 。這樣一個新的活動已經有了相當的全球性利益，也可以促進地區推廣旅遊業的發展。且大部分的遊客認為，搭乘熱氣球是一個很安全的活動，還顯示出，參加這項活動可以讓他們有刺激及冒險的情感訴求。因為這項刺激冒險活動的出現，可使將來會成為一個很好的機會，讓業者去推廣年輕人這塊地銷售板塊。

關鍵字：冒險活動，刺激和恐懼，青年旅行者，客戶滿意度，重複參觀的意圖，利基市場

Exploring the Relationship of Customer Satisfaction, Travel Image, and Repeat Visit Intention on Hot Air Balloons

Abstract

Riding a hot air ballooning has been rapidly expanding tourism market segment throughout the world, including Taiwan. This aerial adventure with breathtaking scenery may offer a sense of freedom as the riders soar above stunning landscapes and enjoy happiness as well as thrill of this special experience. There were 370 participants (189 males; 181 females) in this study. The questionnaire used 5-point Likert Scales. The participants' responses to open-ended questions were analyzed using content analysis procedure. The results show that there was positively mild correlation between customer satisfaction and repeat visit intention due to $r=.587$. The model indicated that value-added fees and related travel experience ($\beta=.178$, $t=3.346$, $p<.05$), highly valuable riding hot air balloon experience ($\beta=.143$, $t=3.953$, $p<.05$), good and safe riding hot air balloon ($\beta=.129$, $t=3.798$, $p<.05$), professional customer service ($\beta=.132$, $t=3.761$, $p<.05$), and ideal location, convenient transportation and thorough public facilities ($\beta=.089$, $t=2.941$, $p<.05$) could determine whether tourists had the intention of repurchase for riding hot air ballooning. There was also statistical significance between the sources of information and age levels due to $\chi^2=34.511$, $df=21$, $p\text{-value}=.032<.05$. This indicates that the participants at different age levels had different ways of looking for the sources of information. Among the age level groups, the participants (255) at the ages of 21 to 30 had a large proportion to those at any other age levels thanks to $\chi^2=34.511$, $df=21$, $p\text{-value}=.032<.05$. Besides, this highlights a fact that the majority of riders ($N=157$) came from Northern Taiwan enjoyed riding hot air balloons more than the riders from any other part of Taiwan on account of $\chi^2=134.070$, $df=25$, $p\text{-value}=.000<.05$. Such an activity has been considerable global interest as a new niche product and experience which can create an image of areas to promote tourism industry. In this study, most of them felt that it was safe to take this hot air balloons. The results also reveal that emotional appeals such as thrills and fears motivated the riders to take part in this adventure activity. The adventure tourism may present an ample opportunity to reach the youth traveler marketing segment due to thrill and risks as well as challenge.

Keywords: *adventure activity, thrill and fear, youth travelers, customer satisfaction, repeat visit intention, niche market*