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實務專題計劃

**Exploring Overseas Tourist Satisfaction on the
Intention of Repeat Visit in Penghu**

探索外籍旅客造訪澎湖之滿意度與重遊意願

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Abstract

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The number of overseas tourists traveling around Taiwan was 44,395,000. Until 2012, there were 7,311,000. This reveals that the number of tourists has been increased as nearly 3 million (Taiwan Tourism Bureau, M.O.T.C. Republic of China, 2012). Due to a unique location and magnificent scenery, Penghu has become one of hot scenic spots for overseas tourists to travel around. This paper is to explore if overseas tourists' satisfaction and intention of repeat visit were closely related and their travel motivation and satisfaction with the quality of tourism in Penghu were correlated with each other. The participants consisted of 75.4% (n = 230) female participants and 24.6% (n=75) male participants. The questionnaire used 5-point Likert Scale. In the quantitative study, the internal reliability coefficient (Cronbach's Alpha) in the questionnaire was 0.78 > 0.75. Moreover, the construct validity of this questionnaire was good due to KMO larger than .50. The response rate was 87%. The results show that there was positively high correlation between tourism motivation and tourism satisfaction due to $r = .911$. There was also positively high correlation between travel motivation and intention of repeat visit due to $r = .751$. The regression model indicated that wonderful traveling ($\beta = .122$, $t = 2.801$, $p < .05$), the clean and sanitary environment of Penghu ($\beta = .350$, $t = 10.852$, $p < .05$), and compatible facilities and landscape in Penghu ($\beta = .255$, $t = 6.976$, $p < .05$) and satisfying traveling to Penghu ($\beta = -.173$, $t = -4.649$, $p < .05$), and good impressive sights after this trip. ($\beta = .178$, $t = 4.105$, $p < .05$) and on-the-spot trash cans in tourist attractions ($\beta = -0.748$, $t = -2.696$, $p < .05$). This reveals that the tourists at the ages of 20 to 49 were more satisfied with their travel to those at the ages of 19 (and under 19) and 50 up while traveling around Penghu due to p -value $< .05$. Based upon the above results, the findings suggest that how to develop a successful marketing strategy plays a key role in promoting a remote island that possesses the characteristics of nature-based tourism. We suggest that the novelty, knowledge, and facilities of a product can become pull factors to motivate a huge number of tourists to visit again. Despite the huge potentials of Penghu travel and tourism industry, Penghu remains a low-ranking destination for international visitors. Apparently, marketing planning is required to take advantage of Penghu's core competence in an advanced high-tech era. The government also can

add up new innovative tourist attractions and enhance service quality of in-service training programs for hotel and restaurant staff, including local product shops, and update marketing strategies, depending on different marketing segments to satisfy different customers' needs

eywords: custome

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摘要

本文旨在探討海外遊客的滿意度和再訪率的意圖是否密切相關，其旅遊動機和滿意度是否與澎湖的觀光品質彼此相關。實驗參與者包括 75.4% (n = 230) 的女性和 24.6% (n=75) 的男性，問卷採用 Likert5 分制量表。在量化研究中，文件的內部可靠度係數(Cronbach 的 Alpha 係數)為 0.78 高於 0.75。此外，因為 KMO 高於 .50 讓此文件的結構效度良好，答覆率是 87%。結果顯示旅遊動機和旅遊滿意度因為 $r = .911$ 而具有高度的相關性。因為 $r = .751$ ，旅遊動機和旅遊意圖也具有高度的相關性。迴歸分析方法顯示澎湖的美好旅遊經驗 ($\beta = .122$, $t = 2.801$, $p < .05$)、乾淨衛生的環境 ($\beta = .350$, $t = 10.852$, $p < .05$)、相容性的設施、景觀 ($\beta = .255$, $t = 6.976$, $p < .05$)、對澎湖的滿意度 ($\beta = -.173$, $t = -4.649$, $p < .05$)、旅遊後的良好印象 ($\beta = .178$, $t = 4.105$, $p < .05$)、觀光景點當地的垃圾桶 ($\beta = -.0748$, $t = -2.696$, $p < .05$) 的相關結果。即表示 20 到 49 歲的遊客相較於 19 歲 (以及 19 歲以下) 和 50 歲以上的遊客，因為 p 值 $< .05$ 對澎湖旅遊的滿意度較高。根據上述結果，研究發現顯示開發成功的行銷策略在具有天然旅遊資源的島區觀光推廣上攸關緊要，我們認為旅遊產品的新穎性和知識性可成為促進大量遊客再訪的動機因素。

關鍵字：顧客滿意度，旅遊動機，市場策略，新穎，知識