

台灣 (Taiwan, ROC)

駱香妃，輔仁大學餐旅管理學系

餐旅業服務線索、員工逢迎與顧客讚美行為

Study Documentation

April 29, 2016

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究專題中心 , DDI文件製作
Version	2.0版, 參考IHSN Nesstar Template修改
Identification	E10332

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餐旅業服務線索、員工逢迎與顧客讚美行為

Service Clues, Employee Ingratiation, and Customer Complimenting Behavior in Full-Service Restaurants

Overview

Identification	E10332
Version	Production Date: 2020-08-01 1

Abstract

讚美對員工是種強烈的回饋。然而，有關餐飲業顧客讚美行為相關實證研究卻較少被探討。因此，本研究旨在探討餐廳顧客在服務線索下，讚美行為之原因與內容；並進一步從顧客觀點探討員工逢迎是否是顧客讚美行為的重要前因。研究採用文獻回顧、關鍵事件技術及立意抽樣法，並以全套式服務餐廳顧客為研究對象，問卷共得有效問卷409份。研究資料除利用內容分析法進行讚美行為原因分析外，亦採用結構方程模式分析餐廳員工逢迎、顧客滿意度、喜悅與讚美行為構念間之相關性。研究分析顯示：服務好、表達感謝及鼓勵服務人員為顧客表達讚美行為的主要理由；CP值不夠高、服務與菜餚普通或低於預期則為顧客未表達讚美行為的原因；除此，研究結果顯示員工逢迎對顧客滿意度、喜悅與讚美行為具有正向顯著的影響；顧客滿意度亦會直接或透過喜悅的中介影響顧客的讚美行為。研究結果期能提供餐廳業者在服務行銷與人力資源管理之參考。

Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2014-2015
Countries	台灣 (Taiwan, ROC)
Universe	

三個月內曾在全服務餐廳用過餐，且有對服務人員表達讚美的消費者

Producers & Sponsors

Primary Investigator(s)	駱香妃，輔仁大學餐旅管理學系
Other Producer(s)	輔仁大學餐旅管理學系
Funding Agency/ies	科技部

Data Collection

Data Collection Dates	start 2014-10-01 end 2015-03-31
Time Period(s)	start 2014-08-01 end 2015-07-31
Data Collection Mode	面對面訪問

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility	
Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心) , https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	輔仁大學餐旅管理學系
Access Conditions	
標準版(一般會員、院內會員直接下載)	

Files Description

Dataset contains 1 file(s)

data	
# Cases	409
# Variable(s)	31

Variables Group(s)

Dataset contains 5 group(s)

Variables Description

Dataset contains 31 variable(s)

File : data

number: 問卷編號

Information [Type= discrete] [Format=character] [Missing= *]

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File : data

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File : data

number: 問卷編號

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number: 問卷編號

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File : data

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File : data

number: 問卷編號

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File : data

number: 問卷編號

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File : data

number: 問卷編號

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File : data

number: 問卷編號

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96		1	0.2%
97		1	0.2%
98		1	0.2%
99		1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing1: 服務人員會特別為我服務

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.2%
2	不同意	16	3.9%
3	有點不同意	15	3.7%
4	普通	128	31.3%
5	有點同意	60	14.7%
6	同意	137	33.5%
7	非常同意	48	11.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing2: 服務人員會藉由他的個人關係給予我協助人

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.5%

File : data

ing2: 服務人員會藉由他的個人關係給予我協助人

Value	Label	Cases	Percentage
2	不同意	20	4.9%
3	有點不同意	33	8.1%
4	普通	122	29.8%
5	有點同意	94	23.0%
6	同意	98	24.0%
7	非常同意	36	8.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing3: 即使是額外的工作，服務人員仍會自願幫助我

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	5	1.2%
3	有點不同意	14	3.4%
4	普通	83	20.3%
5	有點同意	124	30.3%
6	同意	145	35.5%
7	非常同意	35	8.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing4: 即使對於我的問題並不感興趣，服務人員還是願意傾聽我的問題

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	9	2.2%
3	有點不同意	15	3.7%
4	普通	106	25.9%
5	有點同意	102	24.9%
6	同意	134	32.8%
7	非常同意	40	9.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing5: 服務人員給予我好處來表現出他的友善

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	27	6.6%
3	有點不同意	32	7.8%
4	普通	100	24.4%
5	有點同意	90	22.0%
6	同意	126	30.8%

File : data

ing5: 服務人員給予我好處來表現出他的友善

Value	Label	Cases	Percentage
7	非常同意	32	7.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing6: 服務人員會稱讚我，即使稱讚的內容實際上對他來說可能並沒有甚麼

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.2%
2	不同意	37	9.0%
3	有點不同意	50	12.2%
4	普通	145	35.5%
5	有點同意	77	18.8%
6	同意	78	19.1%
7	非常同意	17	4.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing7: 服務人員會試著做某些事情來表現出他的慷慨

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	1.0%
2	不同意	34	8.3%
3	有點不同意	41	10.0%
4	普通	114	27.9%
5	有點同意	102	24.9%
6	同意	88	21.5%
7	非常同意	26	6.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing8: 服務人員會誇大讚揚我來表達他對我的重視

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	18	4.4%
2	不同意	64	15.6%
3	有點不同意	72	17.6%
4	普通	139	34.0%
5	有點同意	58	14.2%
6	同意	41	10.0%
7	非常同意	17	4.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing9: 服務人員會找機會稱讚我

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

File : data

ing9: 服務人員會找機會稱讚我

Value	Label	Cases	Percentage
1	非常不同意	17	4.2%
2	不同意	65	15.9%
3	有點不同意	68	16.6%
4	普通	145	35.5%
5	有點同意	60	14.7%
6	同意	39	9.5%
7	非常同意	15	3.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing10: 即使我開的玩笑並不好笑，但服務人員還是會笑

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	1.0%
2	不同意	31	7.6%
3	有點不同意	35	8.6%
4	普通	139	34.0%
5	有點同意	98	24.0%
6	同意	77	18.8%
7	非常同意	25	6.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ing11: 服務人員會讓我知道我們有相同的看法

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.7%
2	不同意	17	4.2%
3	有點不同意	31	7.6%
4	普通	138	33.7%
5	有點同意	100	24.4%
6	同意	94	23.0%
7	非常同意	22	5.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

dell1: 在此餐廳用餐讓我感到快樂

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	1	0.2%
3	有點不同意	4	1.0%
4	普通	63	15.4%
5	有點同意	107	26.2%

File : data

del1: 在此餐廳用餐讓我感到快樂

Value	Label	Cases	Percentage
6	同意	177	43.3%
7	非常同意	56	13.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

del2: 在此餐廳用餐讓我感到相當開心

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	2	0.5%
3	有點不同意	7	1.7%
4	普通	74	18.1%
5	有點同意	111	27.1%
6	同意	148	36.2%
7	非常同意	65	15.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

del3: 在此餐廳用餐讓我感到興高采烈

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	6	1.5%
3	有點不同意	20	4.9%
4	普通	124	30.3%
5	有點同意	95	23.2%
6	同意	119	29.1%
7	非常同意	43	10.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

del4: 在此餐廳用餐讓我感到驚喜

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	17	4.2%
3	有點不同意	32	7.8%
4	普通	136	33.3%
5	有點同意	87	21.3%
6	同意	101	24.7%
7	非常同意	34	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

del5: 在此餐廳用餐讓我感到極為開心

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]
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File : data

del5: 在此餐廳用餐讓我感到極為開心

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	8	2.0%
3	有點不同意	26	6.4%
4	普通	127	31.1%
5	有點同意	86	21.0%
6	同意	116	28.4%
7	非常同意	43	10.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

del6: 在此餐廳超乎預期的經驗或服務使我感到開心

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.7%
2	不同意	10	2.4%
3	有點不同意	24	5.9%
4	普通	109	26.7%
5	有點同意	100	24.4%
6	同意	112	27.4%
7	非常同意	51	12.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sat1: 我滿意在這家餐廳的整體用餐體驗

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	0.2%
3	有點不同意	3	0.7%
4	普通	60	14.7%
5	有點同意	99	24.2%
6	同意	175	42.8%
7	非常同意	71	17.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sat2: 整體而言，在這家餐廳用餐讓我感到高興

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing= *]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.5%
3	有點不同意	1	0.2%
4	普通	56	13.7%

File : data

sat2: 整體而言，在這家餐廳用餐讓我感到高興

Value	Label	Cases	Percentage
5	有點同意	103	25.2%
6	同意	174	42.5%
7	非常同意	73	17.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sat3: 我相信我在這家餐廳用餐是對的決定

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	1	0.2%
3	有點不同意	6	1.5%
4	普通	54	13.2%
5	有點同意	92	22.5%
6	同意	182	44.5%
7	非常同意	72	17.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ccb1: 我以非語言的方式表達對服務人員的讚美與肯定(如點頭、微笑、握手、拍肩等)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	5	1.2%
3	有點不同意	6	1.5%
4	普通	59	14.4%
5	有點同意	68	16.6%
6	同意	188	46.0%
7	非常同意	82	20.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ccb2: 我透過一些方式對服務人員或餐廳表達我的滿意(如口頭、意見卡、網路、給小費或送東西等)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	9	2.2%
3	有點不同意	14	3.4%
4	普通	65	15.9%
5	有點同意	79	19.3%
6	同意	170	41.6%
7	非常同意	71	17.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

ccb3: 我透過一些方式對服務人員或餐廳表達我的感謝(如口頭、意見卡、網路、給小費或送東西等)

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	14	3.4%
3	有點不同意	16	3.9%
4	普通	78	19.1%
5	有點同意	86	21.0%
6	同意	149	36.4%
7	非常同意	64	15.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ccb4: 我透過一些方式對服務人員或餐廳表達我的讚美(如口頭、意見卡、網路、給小費或送東西等)

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.5%
2	不同意	14	3.4%
3	有點不同意	12	2.9%
4	普通	76	18.6%
5	有點同意	84	20.5%
6	同意	156	38.1%
7	非常同意	65	15.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

gender: 性別

Information [Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	204	49.9%
2	女	205	50.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

marriage: 婚姻

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	已婚	207	50.6%
2	未婚	198	48.4%
3	其他	4	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

age: 年齡

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=409 /-] [Invalid=0 /-]

File : data

age: 年齡

Value	Label	Cases	Percentage
1	20歲(含)以下	18	4.4%
2	21~30歲	109	26.7%
3	31~40歲	136	33.3%
4	41~50歲	92	22.5%
5	51歲(含)以上	54	13.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

education: 教育程度

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=408 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	國中(含)以下	5	1.2%
2	高中職	24	5.9%
3	專科	77	18.9%
4	大學	188	46.1%
5	研究所(含)以上	114	27.9%
Sysmiss		1	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

occupation: 職業

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=404 /-] [Invalid=5 /-]

Value	Label	Cases	Percentage
1	軍警公教	89	22.0%
2	工	13	3.2%
3	商	64	15.8%
4	服務業	126	31.2%
5	農林漁牧	0	
6	自由業	13	3.2%
7	專業人士	36	8.9%
8	家庭主婦	9	2.2%
9	退休	2	0.5%
10	學生	30	7.4%
11	無	0	
12	其他	17	4.2%
13	製造業	5	1.2%
Sysmiss		5	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

income: 每月平均收入

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=404 /-] [Invalid=5 /-]

Value	Label	Cases	Percentage
1	20,000元(含)以下	58	14.4%

File : data

income: 每月平均收入

Value	Label	Cases	Percentage
2	20,001~30,000元	49	12.1%
3	30,001~40,000元	71	17.6%
4	40,001~50,000元	56	13.9%
5	50,001~60,000元	61	15.1%
6	60,001~70,000元	36	8.9%
7	70,001~80,000元	28	6.9%
8	80,001~90,000元	4	1.0%
9	90,001~100,000元	11	2.7%
10	100,001元(含)以上	30	7.4%
Sysmiss		5	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.