

台灣 (Taiwan, ROC)

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溫泉旅館服務場景對顧客行為意圖影響之多層次分析：個人層級與商店層級變數之中介與干擾角色檢驗

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溫泉旅館服務場景對顧客行為意圖影響之多層次分析：個人層級與商店層級變數之中介與干擾角色檢驗

A Multilevel Analysis on How Servicescape Affects Customer Behavioral Intentions in the Hot Spring Resort Sector: An Examination of the Mediating and Moderating Roles of Individual-Level and Store-Level Variables

Overview	
Type	無
Identification	E10408
Version	Production Date: 2016-10-26 v1.0 釋出第一版
<p>Abstract</p> <p>由於顧客體驗與員工行為對於企業營運之成功是密不可分的,但在餐旅研究領域中卻少以服務行銷金三角模型結合S-O-R(刺激-有機體-反應)模型之觀點來探討顧客體驗與員工行為間之關係,並予以實證性地檢驗。因此,結合個人與公司層次的研究議題,本研究則是以服務行銷金三角模型之觀點為基礎,實證性地檢驗公司層級變數(服務氣候與員工投入)對於個人層級變數關係間(刺激:服務場景-有機體:顧客情感-反應:行為意圖)之跨層次調節影響。本研究以溫泉旅館中之顧客、管理階層及員工作為資料蒐集對象(可避免同源偏差),且為避免統計分析時受資料巢套的影響,因此以階層線性模式探究變數中的假設關係。</p> <p>研究結果顯示員工行為影響了服務的傳遞,並且進一步澄清為何(公司層級的服務氣候與員工投入之跨層次調節角色)與如何(個人層級的知覺服務場景與顧客情感)間的交互效果顯著地影響了顧客於服務企業中的消費體驗。</p>	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2014-2015
Countries	台灣 (Taiwan, ROC)
Geographic Coverage	台灣
Universe	造訪溫泉飯店的旅客

Producers & Sponsors	
Primary Investigator(s)	張國謙, 致理科技大學休閒遊憩管理系
Other Producer(s)	致理科技大學休閒遊憩管理系
Funding Agency/ies	科技部

Sampling	
<p>Sampling Procedure</p> <p>透過郵寄問卷訪問造訪溫泉飯店的旅客。共獲得966份有效樣本, 其中樣本來源包括顧客519份、員工270份以及管理階層177份。</p>	

Data Collection	
Data Collection Dates	start 2014-11-01 end 2015-03-30
Time Period(s)	start 2015-08-01 end 2016-07-31
Data Collection Mode	郵寄問卷 (Mail Questionnaire)

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)	致理科技大學休閒遊憩管理系
Access Conditions	
會員版(一般會員、院內會員)--直接下載	

Files Description

Dataset contains 3 file(s)

data1	
# Cases	177
# Variable(s)	9

data2	
# Cases	270
# Variable(s)	9

data3	
# Cases	519
# Variable(s)	23

Variables Group(s)

Dataset contains 3 group(s)

Group 工作服務氛圍之研究問卷(管理階層)							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	number	公司編號	discrete	numeric-2.0	177	0	-
2	sex	一.1 請問您的性別為：	discrete	numeric-1.0	177	0	-
3	age	一.2 請問您的年齡為：	discrete	numeric-1.0	177	0	-
4	edu	一.3 請問您的教育程度為：	discrete	numeric-1.0	177	0	-
5	position	一.4 請問您的公司職位為：	discrete	numeric-1.0	177	0	-
6	sc1	您心中對本公司工作的服務氛圍感受程度為何?我們公司的員工有良好的知識和技能來展現卓越的工作和服務品質給顧客	discrete	numeric-1.0	177	0	-
7	sc2	您心中對本公司工作的服務氛圍感受程度為何?我們公司的員工展現卓越的工作和服務表現給顧客時會受到公司高度的表彰和獎賞	discrete	numeric-1.0	177	0	-
8	sc3	您心中對本公司工作的服務氛圍感受程度為何?我們公司提供給顧客的整體服務品質相當的高	discrete	numeric-1.0	177	0	-
9	sc4	您心中對本公司工作的服務氛圍感受程度為何?我們公司提供足夠的資源讓員工得以展現卓越的工作和服務品質給顧客	discrete	numeric-1.0	177	0	-

Group 工作投入之研究問卷(員工)							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	number	公司編號	discrete	numeric-2.0	270	0	-
2	sex	一.1 請問您的性別為：	discrete	numeric-1.0	270	0	-
3	age	一.2 請問您的年齡為：	discrete	numeric-1.0	270	0	-
4	edu	一.3 請問您的教育程度為：	discrete	numeric-1.0	270	0	-
5	work	一.4 您認為公司目前的工作環境：	discrete	numeric-1.0	270	0	-
6	ee1	您心中對工作投入的感受程度為何?我對於我的工作表現很有責任感	discrete	numeric-1.0	270	0	-
7	ee2	您心中對工作投入的感受程度為何?我會承諾把工作做好	discrete	numeric-1.0	270	0	-
8	ee3	您心中對工作投入的感受程度為何?我很在意我自己的工作表現	discrete	numeric-1.0	270	0	-
9	ee4	您心中對工作投入的感受程度為何?我的工作表現會影響我的感受	discrete	numeric-1.0	270	0	-

Group 服務場景研究問卷(顧客)							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	number	公司編號	discrete	numeric-2.0	519	0	-
2	sex	一.1 請問您的性別為：	discrete	numeric-1.0	519	0	-
3	age	一.2 請問您的年齡為：	discrete	numeric-1.0	519	0	-
4	edu	一.3 請問您的教育程度為：	discrete	numeric-1.0	519	0	-
5	frequency	一.4 請問您到陽明山溫泉區的頻率為：	discrete	numeric-1.0	519	0	-
6	ss1	您心中對服務場景的感受程度為何?這間溫泉館的背景音樂讓人很愉快	discrete	numeric-1.0	519	0	-
7	ss2	您心中對服務場景的感受程度為何?這間溫泉館的氣味很好	discrete	numeric-1.0	519	0	-
8	ss3	您心中對服務場景的感受程度為何?這間溫泉館的讓人感到很愉快	discrete	numeric-1.0	519	0	-
9	ss4	您心中對服務場景的感受程度為何?這間溫泉館很乾淨	discrete	numeric-1.0	519	0	-
10	ss5	您心中對服務場景的感受程度為何?這間溫泉館有新穎的設施	discrete	numeric-1.0	519	0	-
11	ss6	您心中對服務場景的感受程度為何?這間溫泉館的建築很吸引人	discrete	numeric-1.0	519	0	-
12	ss7	您心中對服務場景的感受程度為何?這間溫泉館的色彩組合很吸引人	discrete	numeric-1.0	519	0	-
13	ss8	您心中對服務場景的感受程度為何?這間溫泉館的設施保養得很好	discrete	numeric-1.0	519	0	-
14	cs1	您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工願意幫助顧客	discrete	numeric-1.0	519	0	-
15	cs2	您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工很有禮貌與親切	discrete	numeric-1.0	519	0	-
16	cs3	您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工對顧客很關心	discrete	numeric-1.0	519	0	-
17	cs4	您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工很有熱情	discrete	numeric-1.0	519	0	-
18	ce1	您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有活潑的感覺	discrete	numeric-1.0	519	0	-
19	ce2	您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有熱情的感覺	discrete	numeric-1.0	519	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
20	ce3	您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有興奮的感覺	discrete	numeric-1.0	519	0	-
21	bi1	您心中對這間溫泉館的感覺程度為何?我下次旅行還會再來這間溫泉館	discrete	numeric-1.0	519	0	-
22	bi2	您心中對這間溫泉館的感覺程度為何?我會推薦這間溫泉館給親朋好友	discrete	numeric-1.0	519	0	-
23	bi3	您心中對這間溫泉館的感覺程度為何?我未來三年內還會再來這間溫泉館	discrete	numeric-1.0	519	0	-

Variables Description

Dataset contains 41 variable(s)

File : data1			
# number: 公司編號			
Information		[Type= discrete] [Format=numeric] [Range= 1-20] [Missing=*]	
Statistics [NW/ W]		[Valid=177 /-] [Invalid=0 /-] [Mean=10.333 /-] [StdDev=5.722 /-]	
Value	Label	Cases	Percentage
1		8	4.5%
2		9	5.1%
3		10	5.6%
4		10	5.6%
5		9	5.1%
6		8	4.5%
7		10	5.6%
8		9	5.1%
9		8	4.5%
10		10	5.6%
11		9	5.1%
12		9	5.1%
13		8	4.5%
14		9	5.1%
15		9	5.1%
16		8	4.5%
17		9	5.1%
18		10	5.6%
19		7	4.0%
20		8	4.5%
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.			
# sex: 一.1 請問您的性別為:			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=177 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	男	69	39.0%
2	女	108	61.0%
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: 一.2 請問您的年齡為:			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=177 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	18~24歲	34	19.2%
2	25~34歲	55	31.1%
3	35~44歲	58	32.8%
4	45~54歲	17	9.6%
5	55歲以上	13	7.3%
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.			

File : data1			
# edu: 一.3 請問您的教育程度為:			
Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]		
Statistics [NW/ W]	[Valid=177 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	國中(含以下)	16	<div><div></div></div> 9.0%
2	高中(職)	48	<div><div></div></div> 27.1%
3	大專院校	106	<div><div></div></div> 59.9%
4	研究所以上	7	<div><div></div></div> 4.0%
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.			
# position: 一.4 請問您的公司職位為:			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=177 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	基層(副理以下)	145	<div><div></div></div> 81.9%
2	中階(副理~經理)	28	<div><div></div></div> 15.8%
3	高階(協理以上)	4	<div><div></div></div> 2.3%
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.			
# sc1: 您心中對本公司工作的服務氛圍感受程度為何?我們公司的員工有良好的知識和技能來展現卓越的工作和服務品質給顧客			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=177 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	普通	3	<div><div></div></div> 1.7%
5	稍微同意	28	<div><div></div></div> 15.8%
6	同意	81	<div><div></div></div> 45.8%
7	非常同意	65	<div><div></div></div> 36.7%
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.			
# sc2: 您心中對本公司工作的服務氛圍感受程度為何?我們公司的員工展現卓越的工作和服務表現給顧客時會受到公司高度的表彰和獎賞			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=177 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	1	<div><div></div></div> 0.6%
3	稍微不同意	0	
4	普通	12	<div><div></div></div> 6.8%
5	稍微同意	28	<div><div></div></div> 15.8%
6	同意	86	<div><div></div></div> 48.6%
7	非常同意	50	<div><div></div></div> 28.2%
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.			

File : data1

sc3: 您心中對本公司工作的服務氛圍感受程度為何?我們公司提供給顧客的整體服務品質相當的高

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

Statistics [NW/ W] [Valid=177 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	1	0.6%
4	普通	10	5.6%
5	稍微同意	30	16.9%
6	同意	88	49.7%
7	非常同意	48	27.1%

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.

sc4: 您心中對本公司工作的服務氛圍感受程度為何?我們公司提供足夠的資源讓員工得以展現卓越的工作和服務品質給顧客

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

Statistics [NW/ W] [Valid=177 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	普通	5	2.8%
5	稍微同意	40	22.6%
6	同意	78	44.1%
7	非常同意	54	30.5%

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.

File : data2

number: 公司編號

Information [Type= discrete] [Format=numeric] [Range= 1-20] [Missing=*]

Statistics [NW/ W] [Valid=270 /-] [Invalid=0 /-] [Mean=10.385 /-] [StdDev=5.782 /-]

Value	Label	Cases	Percentage
1		14	5.2%
2		14	5.2%
3		15	5.6%
4		13	4.8%
5		12	4.4%
6		14	5.2%
7		15	5.6%
8		14	5.2%
9		13	4.8%
10		12	4.4%
11		14	5.2%
12		15	5.6%
13		13	4.8%
14		14	5.2%
15		12	4.4%
16		13	4.8%
17		14	5.2%
18		12	4.4%
19		14	5.2%
20		13	4.8%

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.

sex: 一.1 請問您的性別為:

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

Statistics [NW/ W] [Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	100	37.0%
2	女	170	63.0%

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: 一.2 請問您的年齡為:

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

Statistics [NW/ W] [Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	18~24歲	86	31.9%
2	25~34歲	92	34.1%
3	35~44歲	47	17.4%
4	45~54歲	25	9.3%
5	55歲以上	20	7.4%

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 : data2

edu: 一.3 請問您的教育程度為:

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國中(含以下)	23	8.5%
2	高中(職)	74	27.4%
3	大專院校	163	60.4%
4	研究所以上	10	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.

work: 一.4 您認為公司目前的工作環境:

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很滿意	78	28.9%
2	還不錯	136	50.4%
3	很普通	49	18.1%
4	有點差	6	2.2%
5	非常差	1	0.4%

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.

ee1: 您心中對工作投入的感受程度為何?我對於我的工作表現很有責任感

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	普通	6	2.2%
5	稍微同意	41	15.2%
6	很同意	119	44.1%
7	非常同意	104	38.5%

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.

ee2: 您心中對工作投入的感受程度為何?我會承諾把工作做好

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	2	0.7%
3	稍微不同意	0	
4	普通	22	8.1%
5	稍微同意	38	14.1%
6	很同意	126	46.7%
7	非常同意	82	30.4%

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 : data2

ee3: 您心中對工作投入的感受程度為何?我很在意我自己的工作表現

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

Statistics [NW/ W] [Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	2	0.7%
4	普通	19	7.0%
5	稍微同意	42	15.6%
6	很同意	138	51.1%
7	非常同意	69	25.6%

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.

ee4: 您心中對工作投入的感受程度為何?我的工作表現會影響我的感受

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

Statistics [NW/ W] [Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	普通	10	3.7%
5	稍微同意	65	24.1%
6	很同意	112	41.5%
7	非常同意	83	30.7%

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.

File : data3

number: 公司編號

Information [Type= discrete] [Format=numeric] [Range= 1-20] [Missing=*]

Statistics [NW/ W] [Valid=519 /-] [Invalid=0 /-] [Mean=10.566 /-] [StdDev=5.778 /-]

Value	Label	Cases	Percentage
1		27	5.2%
2		26	5.0%
3		24	4.6%
4		25	4.8%
5		27	5.2%
6		26	5.0%
7		24	4.6%
8		23	4.4%
9		29	5.6%
10		26	5.0%
11		24	4.6%
12		27	5.2%
13		25	4.8%
14		26	5.0%
15		27	5.2%
16		26	5.0%
17		29	5.6%
18		29	5.6%
19		24	4.6%
20		25	4.8%

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.

sex: 一.1 請問您的性別為:

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

Statistics [NW/ W] [Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	176	33.9%
2	女	341	65.7%
3		2	0.4%

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.

age: 一.2 請問您的年齡為:

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

Statistics [NW/ W] [Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	18~24歲	62	11.9%
2	25~34歲	193	37.2%
3	35~44歲	234	45.1%
4	45~54歲	27	5.2%
5	55歲以上	3	0.6%

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.

File : data3			
# edu: 一.3 請問您的教育程度為:			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	國中(含以下)	11	2.1%
2	高中(職)	46	8.9%
3	大專院校	381	73.4%
4	研究所以上	73	14.1%
6		2	0.4%
8		6	1.2%
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.			
# frequency: 一.4 請問您到陽明山溫泉區的頻率為:			
Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	每年1次以下	105	20.2%
2	每年2~4次	390	75.1%
3	每年5~6次	13	2.5%
4	每年7次以上	11	2.1%
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.			
# ss1: 您心中對服務場景的感受程度為何?這間溫泉館的背景音樂讓人很愉快			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	2	0.4%
3	稍微不同意	15	2.9%
4	普通	100	19.3%
5	稍微同意	134	25.8%
6	很同意	217	41.8%
7	非常同意	50	9.6%
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.			
# ss2: 您心中對服務場景的感受程度為何?這間溫泉館的氣味很好			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	4	0.8%
3	稍微不同意	10	1.9%
4	普通	74	14.3%
5	稍微同意	144	27.7%
6	很同意	210	40.5%
7	非常同意	76	14.6%

File : data3			
# ss2: 您心中對服務場景的感受程度為何?這間溫泉館的氣味很好			
<i>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.</i>			
# ss3: 您心中對服務場景的感受程度為何?這間溫泉館的讓人感到很愉快			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	3	0.6%
3	稍微不同意	15	2.9%
4	普通	73	14.1%
5	稍微同意	148	28.5%
6	很同意	200	38.5%
7	非常同意	79	15.2%
<i>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.</i>			
# ss4: 您心中對服務場景的感受程度為何?這間溫泉館很乾淨			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	1	0.2%
3	稍微不同意	14	2.7%
4	普通	85	16.4%
5	稍微同意	143	27.6%
6	很同意	181	34.9%
7	非常同意	93	17.9%
<i>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.</i>			
# ss5: 您心中對服務場景的感受程度為何?這間溫泉館有新穎的設施			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	2	0.4%
3	稍微不同意	22	4.2%
4	普通	90	17.3%
5	稍微同意	128	24.7%
6	很同意	198	38.2%
7	非常同意	77	14.8%
<i>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.</i>			
# ss6: 您心中對服務場景的感受程度為何?這間溫泉館的建築很吸引人			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.4%

File : data3

ss6: 您心中對服務場景的感受程度為何?這間溫泉館的建築很吸引人

Value	Label	Cases	Percentage
2	不同意	3	0.6%
3	稍微不同意	14	2.7%
4	普通	110	21.2%
5	稍微同意	129	24.9%
6	很同意	200	38.5%
7	非常同意	61	11.8%

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.

ss7: 您心中對服務場景的感受程度為何?這間溫泉館的色彩組合很吸引人

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.0%
2	不同意	15	2.9%
3	稍微不同意	7	1.3%
4	普通	84	16.2%
5	稍微同意	122	23.5%
6	很同意	226	43.5%
7	非常同意	60	11.6%

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.

ss8: 您心中對服務場景的感受程度為何?這間溫泉館的設施保養得很好

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	4	0.8%
3	稍微不同意	9	1.7%
4	普通	83	16.0%
5	稍微同意	140	27.0%
6	很同意	213	41.0%
7	非常同意	69	13.3%

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.

cs1: 您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工願意幫助顧客

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	2	0.4%
3	稍微不同意	9	1.7%
4	普通	67	12.9%
5	稍微同意	136	26.2%
6	很同意	230	44.3%

File : data3

cs1: 您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工願意幫助顧客

Value	Label	Cases	Percentage
7	非常同意	74	14.3%

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.

cs2: 您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工很有禮貌與親切

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	4	0.8%
3	稍微不同意	7	1.3%
4	普通	61	11.8%
5	稍微同意	115	22.2%
6	很同意	249	48.0%
7	非常同意	82	15.8%

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.

cs3: 您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員對顧客很關心

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	1	0.2%
3	稍微不同意	5	1.0%
4	普通	56	10.8%
5	稍微同意	119	22.9%
6	很同意	242	46.6%
7	非常同意	95	18.3%

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.

cs4: 您心中對這間溫泉館的服務人員感受程度為何?這間溫泉館的員工很有熱情

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	3	0.6%
3	稍微不同意	6	1.2%
4	普通	96	18.5%
5	稍微同意	131	25.2%
6	很同意	221	42.6%
7	非常同意	61	11.8%

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.

ce1: 您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有活潑的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

File : data3

ce1: 您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有活潑的感覺

Value	Label	Cases	Percentage
1	非常不同意	5	1.0%
2	不同意	32	6.2%
3	稍微不同意	14	2.7%
4	普通	72	13.9%
5	稍微同意	151	29.1%
6	很同意	206	39.7%
7	非常同意	39	7.5%

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.

ce2: 您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有熱情的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.6%
2	不同意	25	4.8%
3	稍微不同意	19	3.7%
4	普通	79	15.2%
5	稍微同意	166	32.0%
6	很同意	179	34.5%
7	非常同意	48	9.2%

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.

ce3: 您心中對這間溫泉館的感覺程度為何?整體而言，這間溫泉館讓我覺得有興奮的感覺

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	1.5%
2	不同意	33	6.4%
3	稍微不同意	24	4.6%
4	普通	102	19.7%
5	稍微同意	182	35.1%
6	很同意	133	25.6%
7	非常同意	37	7.1%

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.

bi1: 您心中對這間溫泉館的感覺程度為何?我下次旅行還會再來這間溫泉館

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.8%
2	不同意	16	3.1%
3	稍微不同意	24	4.6%
4	普通	93	17.9%
5	稍微同意	172	33.1%

File : data3





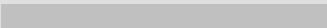
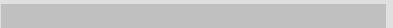
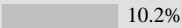
bi1: 您心中對這間溫泉館的感覺程度為何?我下次旅行還會再來這間溫泉館

Value	Label	Cases	Percentage
6	很同意	163	 31.4%
7	非常同意	47	 9.1%

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.

bi2: 您心中對這間溫泉館的感覺程度為何?我會推薦這間溫泉館給親朋好友




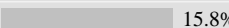
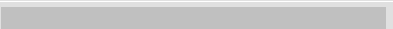
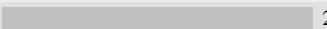

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	 0.8%
2	不同意	21	 4.0%
3	稍微不同意	18	 3.5%
4	普通	98	 18.9%
5	稍微同意	149	 28.7%
6	很同意	176	 33.9%
7	非常同意	53	 10.2%

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.

bi3: 您心中對這間溫泉館的感覺程度為何?我未來三年內還會再來這間溫泉館

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=519 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	 1.0%
2	不同意	14	 2.7%
3	稍微不同意	22	 4.2%
4	普通	82	 15.8%
5	稍微同意	184	 35.5%
6	很同意	149	 28.7%
7	非常同意	63	 12.1%

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.