以消費者觀點探討在越南台式早餐餐飲業經營關鍵因素

DISCUSS THE KEY FACTORS IN THE OPERATION OF TAIWANESE BREAKFAST SHOPS IN VIETNAM FROM THE PERSPECTIVE OF CONSUMERS

丁氏明心

龍華科技大學企業管理系碩士班

李維鈞

龍華科技大學企業管理系

Shi Ming Xin Ding

Graduate Student, Department of Business Administration,
Lunghwa University of Science and Technology

Wei-Chun Lee

Assistant Professor, Department of Business Administration,
Lunghwa University of Science and Technology

摘要

　　本研究探討越南消費者對臺灣式早餐餐飲模式經營的關鍵因素看法。研究使用問卷調查方法，研究工具服務品質部分為 SERVQUAL 量表，由 5 個構面組成，在此用以測量客戶對服務品質重要度的感受，包括有形，信任、回應能力、保證和關懷。資料收集方法採用線上問卷調查，共回收 337 份有效問卷，使用 SPSS 軟體進行數據分析，分析法包括信度分析、因素分析、敘述統計和與對偶重要度相關圖分析。研究結果顯示，受訪者對對臺灣式早餐模式經營的服務品質及產品品質經對偶重要度相關圖分析後，歸納出二維特性為：魅力特性有 7 項，一維特性有 8 項，必要特性有 5 項，無差異特性有 5 項。最後，根據分析結果提出建議。

關鍵詞：產品品質、服務品質、對偶重要度相關圖

ABSTRACT

This study explores Vietnamese consumers' perceptions of key factors in operating a Taiwanese breakfast model. The research uses the questionnaire survey method, and the service quality part of the research tool is the SERVQUAL scale, which consists of 5 dimensions, which are used to measure the customer's perception of the importance of service quality, including tangibles, reliability, responsiveness, assurance and empathy. The method of data collection was online questionnaire survey, and a total of 337 valid questionnaires were recovered. This study uses SPSS software for data analysis. The analysis methods include reliability analysis, factor analysis, descriptive statistics and dual importance mapping. The results of the research show that, after analyzing the service quality and product quality of the Taiwanese breakfast model, the respondents concluded that the two-dimensional attribute are as follows: there are 7 items of attractive attribute, 8 items of one-dimensional attribute, 5 items of necessary attribute and 5 items of indifference attribute. Finally, the study makes recommendations based on the results of the analysis.

Keywords: Product Quality, Service Quality, Dual Importance Mapping