

休閒動機對遊客夜市目的地滿意度之影響 —以國內遊客與當地居民為比較

The Effect of Leisure Motivation on Visitors' Destination Satisfaction toward Tourist Night Markets: Comparison of Domestic Tourists and Local Residents

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摘要

夜市是東南亞國家常見且受歡迎的零售場所，因此，本研究透過休閒動機的角度探討台灣人民的夜市訪問行為，不僅為整體遊客發展本研究架構，還將遊客分為國內遊客和當地居民，並進一步比較這兩組之間的不同影響，以探討遊客類型產生的調節效果。本研究實證結果顯示，對於整體遊客來說，社交、放鬆、智力、和能力-掌握的休閒動機會顯著影響遊客對觀光夜市之目的地滿意度，此外，目的地滿意度對趨近行為亦具有正向影響。另外在調節效果的研究發現國內遊客和當地居民的目的地滿意度會受到不同休閒動機的影響。最後，目的地滿意度對國內遊客的趨近行為會產生正向影響，但對當地居民而言並不具有顯著影響。

關鍵字：觀光夜市、休閒動機、國內遊客、當地居民

ABSTRACT

Night markets are a common and popular retail venue in Southeast Asian countries. This study aims to explore the popular night market visiting behaviors of people in Taiwan through a leisure motivation perspective. This study not only develops a research framework for overall visitors, but also divides visitors into domestic tourists and local residents, and further compares the different effects between these two groups to reveal the moderating effects resulting from visitor type. The empirical results show that for overall visitors, social, relaxation, intellectual, and competence-mastery leisure motivations can significantly influence visitors' satisfaction toward tourist night markets. Besides, destination satisfaction has a positive effect on approach behaviors. Furthermore, the findings of moderating effects indicate that destination satisfaction of domestic tourists and local residents are affected by different leisure motivations. Finally, destination satisfaction can positively influence domestic tourists' approach behaviors, but this effect is not significant for local residents.

Keywords: Tourist night markets, Leisure motivation, Domestic tourists, Local residents