

休閒產業以經營策略的觀點來探討服務創新對顧客價值的影響之研究

The Leisure Industry from the Viewpoint of Business Strategies to Discuss the Effects of Service Innovation on Customer Value

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摘要

近年來工作已不再是佔據人類生活的全部區塊，隨著周休二日的實施，對於從事休閒生活的態度也隨著假日增多而改變。當個人所得提升，扣減必要家庭支出與個人支出後，消費者會轉向尋求重視家庭化或個人化休閒方式，使整體生活品質提升。有鑑於此，本研究，針對在臺灣北中南各地區休閒產業業者為對象，本研究以休閒產業員工為發放問卷對象，採取隨機抽樣方式，進行實地面對面問卷，本研究發出問卷 300 份，回收有效問卷 264 份，問卷回收率 88%。本研究成果：瞭解目前休閒產業的整體環境，以及休閒產業發展之脈絡，進一步掌握休閒產業的經營模式、經營策略與發展特性。實證分析之結果可供休閒產業，在於未來擬定經營策略之精進作為參據。

關鍵字：休閒產業、經營策略、服務創新、顧客價值、企業競爭力

ABSTRACT

Work does not occupy the entire human life any more. Along with the practice of two-day weekends, the attitudes towards leisure life are changing with increasing holidays. When the income is enhanced, consumers, after deducting essential household and personal expenses, would turn to seek for family or individual emphasized leisure in order to enhance the overall quality of life. Accordingly, employees in leisure industry in northern, central, and southern Taiwan are randomly sampled. Total 300 copies of questionnaire are distributed on-site, and 264 valid copies are retrieved, with the retrieval rate 88%. The research results could help understand the overall environment in current leisure industry and the development trend of leisure industry to further grasp the business model, business strategies, and development characteristics. The empirical analyses could provide leisure industry with reference for improving future business strategies.

Keywords: Leisure industry, Business strategy, Service innovation, Customer value, Firm competitiveness