

# 購物中心服務品質之研究

## —以京華城、德安、台南新天地為例

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### 【摘要】

近年來，由於國內零售環境急劇改變，購物中心的設立已成為綜合零售業發展的新趨勢。在競爭激烈的環境下，購物中心業者如何提供良好的服務品質，是取得競爭優勢的關鍵要素。目前國內有關購物中心之研究，多半與發展策略、區段定位、賣場佈置有關，對於服務品質方面則付諸闕如。因此，本研究以 PZB 三位學者所建構之 SERVQUAL 量表為基礎，針對北、中、南三區購物中心進行服務品質之研究，以研究成果提供業者做為經營購物中心的參考依據。

資料分析方法採均數排序、T 檢定、因素分析、變異數分析，與 Scheffe 事後比較等。研究結果得知，根據均數排序，顧客較重視「信賴性」的服務品質項目，較不滿意的則為「關懷性」與「反應性」的服務品質項目。根據 T 檢定，顧客對購物中心服務品質的預期重視度偏高，實際滿意度則偏低。根據重視程度—執行績效分析，台南新天地在三家購物中心裡表現最佳，德安購物中心殿後。根據因素分析，服務品質重視度組成因素為：「可靠信任」、「個別關心」、「外觀」、「主動積極」；服務品質滿意度組成因素為：「個別關懷」、「信賴可靠」、「外觀設施」。根據變異數分析與 Scheffe 事後比較，顧客對服務品質的重視度與滿意度確實會因人口統計變項之不同而有顯著差異。

關鍵字：服務品質、購物中心、重視程度-執行績效分析

# **A Study of Service Quality of Shopping Malls --Cases of Living Mall, Taichung Central, and Shin Kong Mitsukoshi**

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## **【Abstract】**

In recent years, the retail market has been changed sharply in Taiwan. The shopping mall has become a new trend. Under the competitive environment, how to provide a good quality of service has become the key to lead the market. The researches related with shopping malls have emphasized more in the field of the development of strategies, segmentation analysis and the layout of stores, but less related with service quality. According to this kind of situation, this research will use SERVQUAL which have been developed by PZB to analyze the service quality of shopping malls in the northern, central and southern part of Taiwan and use this result to provide a good reference of management for shopping mall manager.

All information has been evaluated by means, t-test, factor analysis, ANOVA, Scheffe' posterior comparison. The result of research shows that customers have more value in "the reliability" but they do not feel satisfaction in "the empathy" and "the responsiveness". According to the t-test, customers show they have higher expectation in services quality of shopping malls, but they do not feel satisfaction of the services from shopping malls. Moreover, the best one is Shin Kong Mitsukoshi and the worst one is Taichung Central which are analyzed by the importance-performance analysis. Regarding to factor analysis, the factors of expected service quality are "the dependable trust", "the individual concern", "the store appearance" and "the active ability". Consequently, the factors of perceived service quality are "the individual concern", "the reliance and trust" and "the appearance and facilities". As shown in the ANOVA and Scheffe' posterior comparison, customers have different value and satisfaction of services quality from their different demography.

Keywords : Services Quality, Shopping Malls, Importance-Performance Analysis