

Consumer Decision-Making for the Choice of Hotels

Cheng-I Hou* Han-Chen Huang** Hsing-Chia Hsu***

Abstract

In order to attract consumers, the major hotels provide service functions and have their own characteristics. What are the criteria used to consumers to choose a hotel to stay? Analytical Hierarchy Process(AHP) was used to analyze the factors that consumers use for their selections of hotels. The purpose of this study is to investigate consumer choice in hotel accommodation and the decision making behavior. This study will contribute to (1) understanding consumer's decision-making behavior for choosing a hotel, (2) hotels that will provide satisfactory products and services, and (3) enhancing operating performance in hotel industry.

Keywords: Decision-Making, Analytical Hierarchy Process, Hotel

* Assistant professor, Department of Leisure Management, Yu Da College of Business

** Assistant professor, Department of Leisure Management, Yu Da College of Business

*** Associate professor, Department of Leisure Management, Yu Da College of Business

消費者選擇國際觀光旅館之決策探討

侯成一* 黃漢誠** 許興家***

摘 要

綜觀國內主要的國際旅館，為了吸引消費者的青睞，在服務和功能上都有自己的特點，然而消費者用何種標準來選擇旅館住宿呢？因此本項研究是調查消費者在選擇旅館住宿的決策，採用層級分析法 (Analytic Hierarchy Process, AHP) 來探討消費者的選擇因素。

此研究有助於 (1) 探討消費者選擇旅館的決策行為，以證實及了解“顧客價值”理論 (2) 旅館業了解消費者決策之後，能提供更令人滿意的產品和服務，提高營運績效。

關鍵字：決策、AHP、旅館

* 育達商業技術學院休閒事業管理系助理教授

** 育達商業技術學院休閒事業管理系助理教授

*** 育達商業技術學院休閒事業管理系副教授