A Study of Visitors’ Attraction, Satisfaction and Revisiting Willingness for Marine Tourism in Penghu

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A Thesis
Submitted to Graduate Institute of Marine Creative Industry
College of Marine Resources and Engineering
National Penghu University
In Partial Fulfillment of the Requirements
for the Degree of
Master of Science
in
Agriculture
June 2011
Penghu, Taiwan, Republic of China
摘要

本研究主要目的在於探討澎湖地區海洋觀光遊憩對遊客的吸引力、滿意度及重遊意願之關係，並探討遊客的不同人口統計變項在吸引力、滿意度及重遊意願上之差異情形。本研究以參與澎湖地區海洋觀光遊憩活動之遊客為研究對象，經便利抽樣方式，刪除無效問卷後共回收394份有效問卷。資料樣本經描述性統計、信度分析、探索性因素分析、t檢定、單因子變異數分析、驗證性因素分析及結構方程式分析等統計方法。研究結果發現：整體而言，受訪遊客對澎湖地區海洋觀光遊憩活動，普遍感到滿意。從遊客之吸引力、滿意度與重遊意願等變項之影響關係分析結果，可發現澎湖地區海洋觀光遊憩吸引力對遊客滿意度有正面影響，澎湖地區海洋觀光遊憩力對重遊意願有正面影響；遊客對澎湖地區海洋觀光遊憩之滿意度對重遊意願有正面影響。遊客的不同人口統計變項中，性別、年齡、教育程度、婚姻狀況、月收入與去澎湖次數等六個變項在吸引力上達顯著差異；年齡、婚姻狀況、去澎湖次數、主要目的與旅遊天數等五個變項在滿意度上達顯著差異；婚姻狀況變項在重遊意願上達顯著差異；其餘之職業、居住地與下次來澎湖旅遊方式等三個變項在吸引力、滿意度與重遊意願上均未達顯著差異。

關鍵字：海洋觀光、吸引力、滿意度、重遊意願
Abstract

The purpose of this study is to explore the relationships between visitors’ attractiveness, satisfaction and revisiting willingness in Penghu marine tourism; the differences between demographic variables, visitors’ attractiveness, satisfaction and revisiting willingness. The subject were those who visited marine tourism in Penghu. The researcher collected totally 394 effective samples. Sample data with descriptive statistics, reliability analysis, exploratory factor analysis, t test, ANOVA analysis, confirmatory factor analysis and SEM (Structural Equation Modeling). Results found: visitors of marine tourism in Penghu generally satisfied. From the visitors’ attraction, satisfaction and revisiting willingness the relationships and other variables analysis, can be found marine tourism in Penghu that visitors’ attraction for visitors’ satisfaction has a positive impact; visitors’ attraction of marine tourism in Penghu for revisiting willingness has positive effect; visitors’ satisfaction of marine tourism in Penghu will have a positive impact on revisiting willingness. Gender, age, education level, marital status, monthly income and times to Penghu of visitors’ different demographic variables are significant differences on attraction; the five variables of age, marital status, times to Penghu, the main purpose and the days of tourism are significant differences on satisfaction; marital status variable in the revisitiong willingness is significant differences; the rest three variables of the occupation, place of residence and the way of next to Penghu tour in attraction, satisfaction and revisiting willingness are not reach significant difference.

Keywords: Marine Tourism · Attraction · Satisfaction · Revisiting Willingness