

A service quality evaluation model for hot spring hotels in Taiwan

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Abstract

This paper hopes to build an evaluation model of service quality for hot spring hotels. For evaluating the performance of the hot spring hotel, people need to follow the characteristics between all criteria, and then choose the adaptable evaluation manner. Moreover, the Interpretive Structural Modeling (ISM) is known for its ability to find out the relationships between all the elements. Accordingly, this paper recommends applying ISM to seek out the relationships between all the criteria. Due to the dependence exists between criteria; we could apply the Analytic Network Process (ANP) to get the weights for all evaluation criteria for service qualities of hot spring hotel. The results of this paper can feedback to the hot spring hotels for their improvement reference; also, the results can give the investors who are interested in investing hot spring hotel a sense of the critical successful factors for this industry.

Keyword : Interpretive structural modeling (ISM), Analytic Network Process (ANP), Customers satisfaction, PZB