

漫畫租書店顧客滿意度之研究-以新竹縣竹北市地區為例

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摘要

Comic has been a long time in Taiwan are in the form of non-mainstream, which can hold only rent the bookstore, and in almost all of the early set up by a few small square, gives the impression of space is small, light and dark dusty shelves. Started from the 90's, in response to changes in economic patterns, comic books have begun to slowly space has changed. Rent from the old bookstore chain into the existing franchise, it makes this culture evolved into a leisure industry, not only increased the purchasing behavior of consumers more than a leisure activity. This study was to explore the city of Hsinchu County Chupei rental comic book consumers satisfied with the situation, The main purpose of the study are as follows:

- (1) Understand the comic book rental development in Taiwan.
- (2) Through a questionnaire survey, analysis of consumer satisfaction with the comic book industry.
- (3) According to survey results of the analysis of the comic book industry who rent to make some suggestions to enhance the quality of services.

This study documents the first analysis by comic book rental development in Taiwan; In order to understand the consumers are satisfied with the leisure industry, this study used a survey approach, in view of the top ten Jhubei City BOOK STORE and Starfly comic book rental stores a total of 280 questionnaires sent to investigate.

The questionnaire includes basic personal information, after the consumer characteristics and consumer satisfaction. The study found that two chains of consumers is an average socio-economic background; the majority of people spend tens of dollars to 500 yuan; and the average weekly consumption frequency of 1-3 times. In consumer satisfaction, consumers think that parking facilities are to be improved; in the internal operations and efficiency, consumers that an additional discount

promotions. For the total satisfaction, satisfaction with satisfaction each. In this study, and research findings based on the industry to make some suggestions.

關鍵字：Comic bookstore; Satisfaction