

# A Service Quality Measurement Architecture for Hot Spring Hotels in Taiwan

謝玲芬, 林立弘, 林羿吟

Technology Management

Management

lfhsieh@chu.edu.tw

## Abstract

This research explores customer's expectations of service quality in hot spring hotels in Taiwan. Based on the five dimensions of service quality in the PZB model, a specialist questionnaire is utilised to establish a complete service quality evaluation framework for hot spring hotels. In this research, Analysis Network Process (ANP) is applied to find the relative weights among the criteria and to emphasize the interdependent relationships, thus increasing the accuracy of our results. Finally, the service quality evaluation framework and evaluation results can be used as a guide for hot spring hotel proprietors to review, improve, and enhance service planning and service qualities in the future.

Keyword : Hot Spring Hotels; Service Quality; Analysis Network Process (ANP)