

Evaluating the Service Quality and Customers' Satisfaction for Lihpaoland in Taiwan

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Abstract : As the national income in Taiwan has been raised, the life style of the public has also been changed, so that the tourism industry gradually moves from a service industry to an experience economy. The Lihpaoland is one of the most popular theme parks in Taiwan. However, the related works on performance of service quality of the park have been lacking since its re-operation in 2012. Therefore, this study investigates the quality of software/hardware facilities and services of the Lihpaoland, and aims to achieve the following three goals: 1) analyzing how various sample data of tourists leads to different results for service quality of Lihpaoland; 2) analyzing how tourists respond to the service tangibility, service reliability, service responsiveness, service guarantee, and service empathy of Lihpaoland; 3) according to the theoretical and empirical results, proposing how to improve the overall facilities and services of Lihpaoland, and hoping to provide suggestions to the Lihpaoland or other related businesses to make decision. The survey was conducted on the tourists to the Lihpaoland using convenience sampling, and 400 questionnaires were collected successfully. Analysis results show that tourists paid much attention to maintenance of amusement facilities and safety of the park, and were satisfied with them, which are great advantages of the park. However, transportation around the Lihpaoland was inadequate, and the price of the Fullon hotel (which is the hotel closest to the Lihpaoland) were not accepted by tourists - more promotion events are recommended. Additionally, the shows are not diversified, and should be improved with the highest priority. Tourists did not pay attention to service personnel's clothing and the ticket price, but they were not satisfied with them. Hence, this study recommends to design more distinctive costumes and conduct ticket promotions. Accordingly, the suggestions made in this study for Lihpaoland are stated as follows: 1) Diversified amusement facilities should be provided to satisfy the needs at different ages. 2) Cheap but tasty catering and more distinctive souvenirs should be offered. 3) Diversified propaganda schemes should be strengthened to increase number of tourists. 4) Quality and professional of the service staff should be enhanced to acquire public praise and tourists revisiting. 5) Ticket promotions in peak seasons, low seasons, and special events should be conducted. 6) Proper traffic flows should be planned and combined with technologies to reduce waiting time of tourists. 7) The features of theme landscape in Lihpaoland should be strengthened to increase willingness of the tourists with special preferences to visit the park. 8) Ticket discounts or premier points card promotions should be adopted to reward the tourists with high loyalty.

Keywords : service quality, customers' satisfaction, theme park, Taiwan

Conference Title : ICBM 2015 : International Conference on Business and Management

Conference Location : Tokyo, Japan

Conference Dates : May 28-29, 2015