

# Application of Multinomial Logit Model on Consumption and Service Quality --- A Hot Spring Hotel Study

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**【Abstract】** This study applied the multinomial logit model to analyze the interrelation between consumption and service quality of the hot spring hotel industry. Recognizing customer's real demands on service quality, this study aimed to provide strategies and suggestions on management and quality improvement. Taking the hotels in hot spring areas of central Taiwan as an example, this study established a scale to measure the service quality of the hotels. The t-test on customer's expected and perceived service was conducted, and the result showed a significant difference. Hence, we applied the multinomial logit model to analyze the effects of service quality on consumption in the hot spring hotel industry. The result of this study shows that three of the four service dimensions have significant effects on consumption; they are “caring” “facility,” and “mental stimulus”. Accordingly, this study also provides some suggestions for the hotel managers to enhance their service quality.

**【Keywords】** Multinomial Logit Model (MNL), Hot Spring Hotel, Service Quality

## 壹、前言

隨著國民所得的增加與生活水準的提升，休閒遊憩在國人生活中扮演日益重要的角色，加以近年來健康旅遊與養生保健的觀念受到重視，因此國人利用假日時間從事溫泉旅遊的活動蔚為風氣。台灣豐富的溫泉資源，同時擁有冷泉、熱泉、濁泉、海底泉等多樣性的優良泉質，可名列世界最佳的泉質區之一。台灣擁有如此得天獨厚的條件，推動溫泉遊憩觀光是台灣發展無煙鹵產業的重要課題。政府於1999年訂定台灣溫泉觀光年活動外，在2008觀光客倍增計畫中，更將溫泉區的整建與開發列為計畫重點