

題目	個人時間風格與背景音樂影響下等待時間知覺對服務滿意度與服務忠誠度的影響—以中南部四家大型醫院為例
作者	蕭至惠（國立嘉義大學行銷與運籌研究所副教授） 蔡進發（國立嘉義大學企業管理系助理教授(通訊作者)） 王秀瑤（國立嘉義大學行銷與流通管理研究所碩士）
摘要	<p>本研究試圖了解個人時間風格(屬量、屬質)與背景音樂喜好(強、弱)影響下，等待時間知覺(長、短)對服務滿意度及服務忠誠度所造成的影響。本研究問卷係發放於中南部四家大型醫學中心的高級健檢中心，共發放 160 份，有效問卷 118 份。</p> <p>研究結果發現，個人時間風格類型或背景音樂喜好程度的強弱，對等待時間的知覺並無顯著差異；另外，等待時間知覺與服務滿意度二變數呈現負向關係，而服務滿意度對服務忠誠度具有正向影響。最後，等待時間知覺、服務滿意度及服務忠誠度之間的中介效果是存在的。</p>
關鍵字	個人時間風格、背景音樂、等待時間知覺、服務滿意度、服務忠誠度
Title	The impacts of Consumers' Perception of Waiting Time on Service Satisfaction and Service Loyalty under Personal Time Style and Background Music—A case of big four hospitals in Middle and Southern Taiwan
Author(s)	Chih-Hui Hsiao, Chin-Fa Tsai, Hsiu-Yao Wang
Abstract	<p>Sometimes waiting is unavoidable. In addition to waiting environment, the personality of customer might influent perception of waiting time. Our research intends to find out the impacts of perceived waiting time on service satisfaction and service loyalty under background music and personal time style. This research grants 160 questionnaires, 118 effective questionnaires are collected altogether from 4 hospitals' Physical Examination Centers in middle and southern Taiwan.</p> <p>The results are as follows. There are no significant differences in waiting time perception between different personal time style or background music preference. Besides, perception of waiting time has a negative impact on service satisfaction, but service satisfaction has a positive impact on service loyalty. Finally, service satisfaction plays a mediated role between perceived waiting time and service loyalty.</p>
Key Words	Personal Time Style, Background Music, Perception of Waiting Time, Service Satisfaction, Service Loyalty