

Using Importance-Performance Analysis in evaluating Service Quality: The
case of The Great Roots Forestry Spa Resort

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Abstract

The Great Roots Forestry Spa Resort is located in Sanxia, New Taipei City, Taiwan. In 1922, this place was the largest tea factory in Southeast Asia. The area is about 17 hectares and it is the only remaining low altitude sub-tropical pristine rainforest in Taiwan that is more than 300 meters above sea level. The park has more than 600 kinds of plants and thousands of species of insects. The rich ecological environment includes buttress root plants, giant vines, insects and rare birds. Visiting the Great Roots, people can leave behind the hustle and bustle and let itself be cleansed by the forest phytoncid to reduce pressure and then experience a variety of spa baths.

The aim of providing quality services is to satisfy customers. Oliver (1997) argues that service quality can be described as the result from customer comparisons between their expectations about the service they will use and their perceptions about the service company. According to Parasuraman et al., (1988), there are five dimensions of service quality. They are tangibility, reliability, responsiveness, assurance and empathy.

According to the background and motivation, we obtain the following 2 research purposes:

1. to understand the socio-economic background and travel characteristics of visitors in the Great Roots Resort in Sanxia, New Taipei City, Taiwan.
2. use the importance-performance analysis (IPA) to propose what service quality items should continue to maintain or need to improve urgently.

Keyword : importance performance analysis(IPA), resort, service quality