

建構美髮業服務品質量表

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摘要

美髮業經營的服務品質及形象直接影響消費者是否再度光臨，若要將服務品質提升，就需要有測量服務品質的能力。因此本研究目的為編製美髮業服務品質量表。本研究先透過專業訪談編製預試量表，再經由因素分析萃取出主要因素，研究結果發現美髮業服務品質可分為「專業服務」、「結果品質」、「專業」、「專業能力」三大構面及 12 個題項，並具有良好的信效度。其結果可供美髮業者參考，評估自身的服務品質。

關鍵字： 美髮業、服務品質量表

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The Development of a Scale to the Service Quality for Hairdressing

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Abstract

Service quality of the hairdressing industry affects customers that will come back or not. The service quality and image of the hairdressing industry have a direct effect on the consumers' intention to come again. The quality of service would be improved, if the quality of services could be measured. The purpose of this study is to develop the evaluation criteria of service quality of hairdressing. Factors of service quality in hairdressing were collected, and extracted to main factors. The results exhibit three facets, including "management and service", "quality of course", and "professional competence." including 12 items with good reliability and validity. The results could be provided for hairdressing industry to estimate and improve service quality.

Key words: Hairdressing 、 Service Quality 、 Scale