顧客對星巴克咖啡屬性滿意度與重要性分析

連志峰

摘要

　　本研究主要探討統一星巴克咖啡顧客滿意度的差異分析，研究方法是透過問卷調查，採用李科特（Likert scale）五尺量表以及根據重要性-績效分析法(importance-performance analysis, IPA)，了解顧客對星巴克咖啡哪些屬性是滿意且重視，哪些屬性則是應該優先著手改善。研究結果發現，不同性別、不同學歷、不同消費次數對星巴克咖啡屬性有顯著差異；不同年齡、不同家庭月收入對星巴克產品屬性則沒有顯著差異。另外，根據 IPA 分析，顧客滿意而且覺得重視的有 9 項，這些屬性可成為公司成功經營的關鍵優勢，顧客不重視且不滿意的也有 9 項，重視但不滿意為 1 項，即「產品優惠及折扣種類多」，該項是業者可以考慮優先改善。

關鍵字：李科特五尺量表(Likert five-dimensional scale)、重要性-績效分析法(importance-performance analysis, IPA)

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Analyzing the Importance and Performance of Customers for Starbucks Coffee

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Abstract

The main purpose of this study is to explore the differences in customers' satisfaction of Starbucks coffee. The method of analysis is through a questionnaire survey with the Likert scale and construct the IPA Model (Importance-Performance Analysis, IPA) in order to learn which attributes that customers are satisfied and valued to Starbucks. As a result, we identified the prior items of attributes to be improved. The results also showed that there were significant differences in the properties of Starbucks among different gender, different education and different consuming frequency. In the other hand, there was no significant difference in the attributes of Starbucks between different ages and different household income. In addition, according to IPA Model analysis, there are 9 items that customers satisfied and valued. As such attributes will be a key advantage in the success of business management. There were also 9 items that customers did not satisfy and value. Finally, there was 1 item that customers valued but unsatisfied. The item is "Variety product offers and discounts ", which is the owner who can consider giving priority to improve.

Key words: Likert five-dimensional scale、Importance-Performance Analysis(IPA)