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Abstract
The purpose of this study is to examine the festival satisfaction and revisit willingness of tourists in Gukeng Taiwan Coffee Festival. Sample collecting used convenient sampling method. 450 samples of tourists are collected whom attended year 2006 Taiwan Coffee Festival but 398 are valued. This research used Likert five scale method to be the satisfaction measuring tool. And various statistical methods are conducted, including descriptive analysis, T-test, One-way ANOVA and Correlation Analysis. Finally, several suggestions are provided for further research and practitioners. The major results of this research were found as follow:
1.93.0 percent of visitors indicated that they are willing to visit again. The most satisfied items were “services”, followed by “parking convenience” and “coffee quality”.
2.Regarding to Satisfaction as well was consisting of four factors: festival design, hardware facility, software facility and coffee, which accumulate account for 63.99% of variance.
3.According to T-test and One-Way ANOVA results, Satisfaction differs depending on the two demographic variables: “Education”, and “Income”. On the other hand, the tourists’ behaviors of “ visit frequency”, “visiting time”, and “travel expense” indicated significant difference on satisfaction.
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