

台北市社區大學舞蹈課程學員知覺服務品質與休閒效益之 研究

2010 年 6 月

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摘要

社區大學是全民終身學習的公共領域，體制規模較一般民間機構完善，所提供的休閒運動課程更多元化。本研究目的：探討台北市社區大學舞蹈課程學員對知覺服務品質與休閒效益之差異性及相關性。方法：以台北市 12 所社區大學舞蹈課程學員為主要研究對象，採用問卷調查法，以便利抽樣方式調查，問卷共發放 1,800 份，刪除無效問卷，有效問卷共 1,728 份，回收率 96%。資料分析方法包括描述性統計、因素分析、獨立樣本 t 檢定、單因子多變量及皮爾森積差相關分析。結果：一、台北市社區大學舞蹈課程學員以女性居多，佔 89.7%、年齡以 26 至 55 歲中壯年為主，佔 85.2%、高中職以上教育程度，佔 97.4%、多數從商，佔 23.6%、收入為 10,001~30,000 元，佔 31.7%與 30,001~50,000 元，佔 31.8%、大多為平日晚間上課，佔 75%、選擇中東舞蹈與國際標準舞較多。二、學員對知覺服務品質以「可靠性」滿意度最高，「反應性」之認同度最低；對休閒效益以「美學效益」與「生理效益」的感受性較高。三、學員對知覺服務品質存在顯著性差異，男性、年齡愈高、每月可支配金額愈高以及家管之學員，皆較重視知覺服務品質。四、學員對休閒效益存在顯著性差異，男性、年齡愈高、教育程度愈低、家管以及國際標準舞之學員，皆較重視休閒效益之獲得。五、台北市社區大學舞蹈課程知覺服務品質與休閒效益具有顯著性正相關，知覺服務品質愈滿意，則學員對休閒效益之獲得亦愈好。結論：台北市社區大學舞蹈課程知覺服務品質之優劣，對學員自身感受休閒效益具有影響力，社區大學提供之舞蹈課程應考量教師的專業知能與環境的設備更新，以滿足學員之期待與需求，進而提升學員之休閒效益，落實成人教育之終身學習目的。

關鍵詞：成人教育、終身學習、可靠性、美學效益、生理效益、休閒運動

Perceived Service Quality and Benefits of Leisure on Taipei

City Community College Dance Curriculum Participants

June, 2010

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Abstract

Community College is a public area for lifelong learning. The scale of the institutions are better developed than the average social clubs or organizations. It also provides more extensive and diversified leisure exercise programs. **Purpose:** To investigate the correlation and difference in the quality of perceived service and the benefits of leisure from the student of the Taipei City Community College dance curriculum. **Methods:** The subjects was based on the questionnaire, done by the randomly selected dance curriculum participants from 12 Taipei City Community Colleges. The total of the research polls were 1,800 and 1,728 of them were valid. The percentage of validity was 96%. The methodology of analysis includes descriptive statistics, factor analysis, independent t-test, one-way MANOVA, Pearson correlation analysis. **Results:** 1. The most of dance curriculum participants are females, accounting for 89.7%, from 26 to 55 years old, accounting for 85.2% high school or above, accounting for 97.4%, businessman and businesswoman, accounting for 23.6%, income 10,001 ~ 30,000 N.T.D., accounting for 31.7% and 30,001 to 50,000 N.T.D., accounting for 31.8%, mostly attend weekday evening classes, 75%, the most commonly chosen course is Belly Dance and Ballroom Dance. 2. Participants perceived service quality in order to "reliability" the highest, "responsiveness" minimum degree of recognition; and benefits of leisure the "aesthetic benefits" and "physiological benefits" of the high recognition. 3. There is significant difference in participants perceived service quality. The participants who are male, with higher age

higher, higher monthly disposable income, housewives, are more concerned about perceived service quality. 4. There is significant difference in benefits of leisure. The participants who male, with higher age, lower education level, housewives, and Ballroom Dance participants, emphasize more on leisure benefits. 5. Taipei City Community College dance curriculum perceived service quality and the benefits of leisure in have significant positive correlation. **Conclusion:** The pros and cons influences of Taipei City Community College dance curriculum participants perceived service quality the participants feelings of the benefits of leisure. Community college courses should consider the professional knowledge of teachers and environment equipment updating to meet the expectations and needs of students, thus enhancing their recreational benefits of the implementation of lifelong learning and adult education purposes.

Keywords: adult education, lifelong learning, reliability, aesthetic benefits, physiological benefits, recreation

