



# 作品簡介

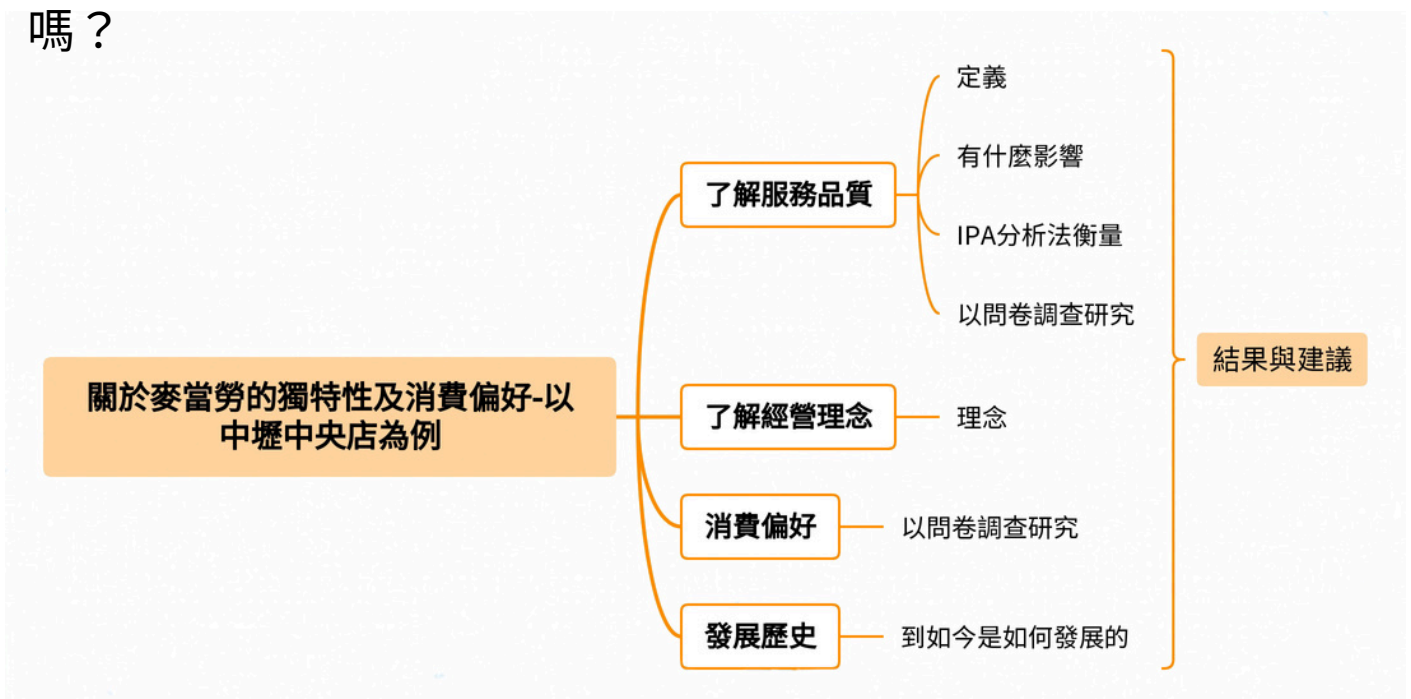


## 以 IPA 分析法衡量麥當勞的服務品質及消費偏好 —以中壢中央店為例

麥當勞對我們影響不容小覷，我們的飲食文化也有所改變，過去都要在家吃三餐的情形也漸漸的消失而被速食文化所取代。

隨著時代的進步，麥當勞跟人們的生活息息相關。本組選擇常去的麥當勞中壢中央店來做為研究對象，探討麥當勞為何能順利融入我們的生活中。

消費者為什麼會喜歡上麥當勞？是因為有什麼「不一樣」的地方嗎？



(以上為本組研究架構圖)

本組根據文獻探討、問卷調查給予以下兩點建議：

1. 麥當勞可以多出線上的優惠，或增加可以貨到付款或滿額免運費來吸引消費者去使用。
2. 現在的消費者較注重健康，所以在商品的選項中可以增加更多相關的商品，讓環境也能永續下去。



# Introduction



## 以 IPA 分析法衡量麥當勞的服務品質及消費偏好 Take Zhongli Central Store as an example

McDonald's influence on us cannot be underestimated. Our food culture has also changed. In the past, we had to eat three meals at home and gradually disappeared and were replaced by fast food culture.

With the progress of the times, McDonald's is closely related to people's lives. Our group chose the regularly visited McDonald's Zhongli Central Store as the research object to explore why McDonald's can be smoothly integrated into our lives.

Why do consumers like McDonald's? Is it because there is something "different" about it?



(The above is the research structure diagram of our group)

According to literature review and questionnaire survey, our group gives the following two suggestions :

1. McDonald's can offer more online discounts, add cash on delivery, or free shipping to attract consumers to use it.
2. Today's consumers pay more attention to health, so more related products can be added to the product options to make the environment continue forever.