

16-21

An exploration of price and service quality of backpackers' accommodation

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With the development of Internet technology, travelers can order all the items of the tour, including: reservation, ticket purchase, meal selection and other services. These self-ordered items by travelers, they are easily to search accessible on the Internet and to compare the price of these items.

The research adopts the questionnaires to backpackers and the analysis method is use the path analysis by the AMOS software. Research results to found the price had significantly and positive to affect its word to mouth. The service quality also had significantly and positive to affect its word to mouth. Two research hypotheses received the empirical support.

22-