從消費者角度談托嬰中心經營服務之研究

陳玉娟
聖母醫護管理專科學校助理教授

摘 要

近年來，國內女性的勞動參與率不斷攀升，女性就業人數比率隨年提升的趨勢。中國素有「男主外，女主內」傳統觀念中，女性常被賦予在家照顧幼童的責任與角色義務，然而隨著雙薪家庭比率的增加及家庭核心化之後，嬰幼兒的照顧問題成為小家庭所要面對及解決的難題。目前，0 至 2 歲嬰幼兒之托育除居家式保母制度外，社會大眾漸漸接受機構式托育服務。

從社會大眾的需求、家長角色的重要性、托嬰中心研究相對弱勢中，形塑研究者進行此研究的動機。在此研究動機趨使下，從家長角度探討其所認知及實際感受的托嬰中心經營與服務狀況，藉由電話訪談 43 位家長的機會，蒐集研究所需資料，進而分析以提出本研究對政府機構、業者及未來研究之建議。

關鍵字：托嬰中心、消費者、經營、服務
The Study on Management and Service of Infant Day Care Center from Consumers

Chen Yu-Juan

St. Mary’s Medicine, Nursing and Management College/ Assistant Professor

Abstract

The purpose of this study is threefold. First, it is to investigate how infant day care center operate. Second, it is to explore parents’ perception and satisfaction about infant day care center. Third, it is to give some suggestions to the government, managers, and researchers. Taking a qualitative research approach, this study interviewed 43 parents with children in infant day care center. The author use telephone interview, not face to face, to collect data.

Our study indicates that good quality day care center has the potential to improve child development. The major findings are as following: First, the government should make rules of law to regulate the behavior of manager in infant day care center. Second, the government should notice marketing of infant day care center. Third, the manager of infant day care center should improve the stable of personnel matters, a safe environment, and so on. Forth, we can study some topics of children aged 0-2 years.

Keywords: infant day care center, consumer, management, service