

# 動態關係品質模型

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## 摘要

許多關係行銷的文獻中，分析關係品質建立於品質未隨時間而變動的不合理假設基礎上。然而，本研究是以時間為考量，整合服務品質、信任與承諾，所建立的動態關係品質之模型。

論文所提出的關係品質發展過程是以時間為基礎之動態模型，而模型的參數是以貝氏方法與狀態空間模型估計而得，並以百貨公司的顧客為樣本，而搜集一年期的縱斷面問卷資料予以驗證。最後由論文中，可以得知在時間的過程中服務品質對信任及承諾的直接影響與對關係品質的間接影響；關係品質在時間的演進變化過程在本文也予以討論。

論文中所提出的動態研究，其思考模式可以提供關係行銷研究的另一種新思維。

關鍵詞：動態、關係品質、服務品質、信任、承諾、Dynamic

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