

業服務品質、企業形象、價格意識及顧客滿意度關係之研究

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摘要

本研究目的為探討補教業服務品質、企業形象、價格意識及顧客滿意度之關係，調查對象以大台中地區正就讀國小且目前參與補習之兒童的家長為主，總共發送500份問卷，共回收467份問卷，有效回收問卷份數為451份，有效回收率為90.2%，以簡單線性迴歸分析和一般線性模式驗證研究假設，實證結果得知，補教業服務品質對顧客滿意度呈正向顯著；補教業企業形象對顧客滿意度呈正向顯著；價格意識對企業形象與顧客滿意度呈負向顯著。研究結果對管理實務與未來研究提供建議，期望提供補教業經營者之參考。

關鍵詞：服務品質、企業形象、價格意識、顧客滿意度

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