

顧客權益與忠誠度之研究：以運動用品專賣店為例

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摘要

本研究以運動用品專賣店為主題，進而探討顧客權益與顧客忠誠度之關係。以台中市一中商圈與逢甲商圈三家連鎖式運動用品專賣店顧客作為研究調查對象，共發放 340份問卷，剔除無效問卷16份，總計324份有效問卷，回收率95.29%。顧客權益主要因素包含價值權益、品牌權益與關係權益。利用單因子多變量變異數分析不同背景對象發現：不同性別在運動用品專賣店關係權益與顧客忠誠度整體上達顯著差異；不同年齡在價值、品牌、關係權益與顧客忠誠度皆呈現顯著差異；不同教育程度在關係權益呈現顯著差異；不同職業在價值、品牌、關係權益及顧客忠誠度整體呈現顯著差異。另外以結構方程模型(SEM)進行徑路分析，整體模式有良好的配適度，由模式顯示，本研究發現：(1)運動用品專賣店顧客權益中品牌權益對價值權益、關係權益有顯著正向影響；(2)運動用品專賣店顧客權益中價值權益、關係權益對顧客忠誠度達正向顯著影響，品牌權益間接影響顧客忠誠度。

關鍵詞：運動用品專賣店、顧客權益、顧客忠誠度

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