

行動電話電信公司之顧客滿意度與轉換意圖關係之比較研究

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摘要

由於科技與時代不斷得在進步，人們彼此間的溝通諸多依賴許多的科技性產品，尤其是手機尤為普及以廣泛運用到生活當中。藉由顧客與企業關係終止的傾向與促成之決定因素、滿意度與轉換意圖，來提高服務品質並滿足顧客的需求，以幫助企業獲取顧客信任進而獲得利潤。本論文根據顧客與企業關係終止的傾向與促成之決定因素、滿意度與轉換意圖之相關文獻探討，提出觀念性的研究架構與欲驗證之研究假設，並且說明研究變數之定義與其衡量之指標；對於問卷調查之實施加以敘述，再以資料之性質，決定其分析方法，與進行效度與信度之檢定。最後，藉由理論之探討與實證的分析，來確立顧客與企業關係終止的傾向與促成之決定因素、滿意度與轉換意圖存在於高度相關性，也進一步地瞭解，其關係之研究的確有助於兩岸電信公司提升其服務品質與改善之目標；因此，對於永續成長的企業來說，提升服務品質、滿意度與確實抓住顧客的心更是其發展的核心競爭優勢。

關鍵詞：顧客與企業關係終止的傾向與促成之決定因素、滿意度、轉換意圖

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭	vi	內容目錄	vi
vii 表目錄	ix	圖目錄	ix
xii 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	4	第三節 研究範圍與流程	4
5 第二章 文獻探討	7	第一節 兩岸電信產業分析	7
7 第二節 顧客與企業關係終止的傾向與促成之決定因素	13	第三節 轉換意圖	22
22 第四節 顧客滿意度	24	第五節 滿意度為關係終止過程的中介變量	28
28 第三章 研究方法	31	第一節 研究架構	31
31 第二節 研究假設	33	第三節 變項之操作性定義與衡量	33
33 第四節 問卷設計與資料蒐集	39	第五節 資料分析方法	41
41 第四章 研究結果	45	第一節 樣本資料結構描述	45
45 第二節 信效度分析	58	第三節 獨立樣本T檢定與單因子變異數分析	70
70 第四節 相關分析	92	第五節 假設驗證	96
96 第五章 結論與建議	105	第一節 研究結果	105
105 第二節 研究意涵與建議	106	第三節 研究限制	109
109 第四節 建議後續研究方向	110	參考文獻	111
111 附錄A 台灣與大陸問卷調查表	131		

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