

# 連鎖餐飲業服務提供者與顧客之分擔責任及情緒反應對購買意願影響之研究

陳致璋、封德台

E-mail: 323640@mail.dyu.edu.tw

## 摘要

本研究延伸Lawler's的論點(在社會交換理論上的影響)社會交換可以創造一個分擔責任知覺至服務環境中,及預測在服務結果上不可分割性讓顧客產生的分擔責任知覺,進而造成情緒狀況,當情緒是正面時,應該對服務提供者增加顧客的購買意願。這項研究期能幫助連鎖餐飲業者了解如何讓顧客成為服務業者的忠實者。本研究採用量化方法進行資料分析,以「兩岸連鎖餐飲業服務提供者與顧客之分擔責任及情緒反應對購買意願影響之研究」進行問卷調查,並以兩岸連鎖餐飲業者之顧客為研究對象,探討變相之間是否有關聯性。本研究採便利抽樣,於上海和台灣以發放問卷方式進行研究調查,合計取得450份問卷,有效問卷共442份,回收率為88%;以AMOS結構方程式檢驗假設之關係。研究結果表示顧客在服務結果上對分擔責任的知覺符合顧客在服務環境的情緒經驗,因而影響了他們對餐廳的購買意願。

關鍵詞:分擔責任、情緒反應、購買意願

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