

品牌聲譽、顧客滿意度與信任對忠誠度影響之比較研究

施盈如、封德台

E-mail: 324770@mail.dyu.edu.tw

摘要

連鎖餐飲業在買家和賣家之間的關係中顯著變化。連鎖餐飲業的新特性是提供顧客附加價值。新顧客價值主張必須建立在大多數市場和新的銷售策略。連鎖餐飲業如何才能保留顧客的忠誠度?市場營銷研究已經發現決定顧客忠誠度的幾種因素。在本文中,著眼點為連鎖餐飲業的顧客忠誠度。然而,這方面的知識是基於研究傳統市場的顧客。在本文中,我們著眼於連鎖餐飲業的顧客忠誠度。研究結果顯示,忠誠度最重要的影響力在於顧客滿意度,這項研究結果對連鎖餐飲業的營銷策略進行了討論。研究對象連鎖餐飲業之產業並針對顧客發放,回收559份問卷。統計軟體為社會科學統計軟體程式(SPSS)所有假說皆具有顯著關係。

關鍵詞: 品牌聲譽、轉換成本、顧客滿意度、信任、忠誠度、餐飲業

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