

兩岸美髮業顧客內外控人格特質、分擔責任與情緒反應對忠誠度影響之研究

黃書耘、封德台

E-mail: 342118@mail.dyu.edu.tw

摘要

本研究主要是延伸2002年Bradley, Graham L., and Beverley A. Sparks的論點(服務的內外控人格特質)及Lawler's社會交換觀點,說明內控與外控人格特質之顧客在服務環境中何者較具分擔責任,且預測在服務結果的不可分割性上,內控型顧客會產生所謂的分擔責任,並在服務結果上達到正向情緒,內控型顧客會對服務提供者增加忠誠度。而這項研究期能幫助美髮業者明瞭如何能使顧客成為美髮業的忠誠顧客。本研究是採用量化方法去進行本研究的資料分析,「兩岸美髮業顧客內外控人格特質、分擔責任與情緒反應對忠誠度影響之研究」去進行問卷之調查,並且是以兩岸美髮業之顧客為研究的對象,去探討各變項間是否有相關性。本研究是採隨機抽樣,於台灣及上海是以發放問卷之方式去進行研究,合計共取得392份問卷,有效之問卷共372份,回收率為98%;並以AMOS結構方程式去檢驗假設關係。而研究結果表示內控型顧客在服務環境裡較願意分擔責任且具有較正向之情緒反應,而此類型的顧客對美髮亦具有較高之忠誠度。

關鍵詞: 內外控人格特質、分擔責任、情緒反應、忠誠度

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