

以三家網路購物平台探討網路購物服務品質之衡量

吳蕙君、note

E-mail: 346469@mail.dyu.edu.tw

摘要

本研究主要是探討網路購物服務品質對顧客滿意度之影響，並以購物平台品質、結果品質及補救服務三個構面來衡量網路購物服務品質。本研究是以從事網路購物之消費者為研究對象，共回收有效問卷531份。

以SPSS統計方法經探索性因素分析、驗證性因素分析及結構方程式模型分析進行實證分析，其結果發現如下：

購物平台品質對顧客滿意度的影響不顯著，購物平台品質對結果品質有正向影響，結果品質對顧客滿意度有正向影響，而補救服務對顧客滿意度有正向影響。

關鍵詞：網路購物服務品質、補救服務、顧客滿意度

目錄

內容目錄

中文摘要	iii
英文摘要	iv
誌謝	v
內容目錄	vi
表目錄	viii
圖目錄	x
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究問題與目的	3
第三節 研究範圍與對象	4
第四節 研究流程	4
第二章 文獻探討	6
第一節 服務品質	6
第二節 網路購物服務品質	9
第三節 顧客滿意度	15
第三章 研究方法	17
第一節 研究架構	17
第二節 研究假設	19
第三節 研究變數操作型定義與衡量	20
第四節 問卷設計與抽樣方法	22
第五節 資料分析方法	23
第四章 資料分析	25
第一節 敘述性統計分析	25
第二節 信度分析	34
第三節 探索性因素分析	34
第四節 變異數分析	39
第五節 常態性檢定	53
第六節 驗證性因素分析	54
第七節 假設檢定	57
第五章 結論與建議	62
第一節 研究結論	62
第二節 建議	64
第三節 研究限制	65
參考文獻	66

中文部分	66
英文部分	67
附錄A 問卷	74

表 目 錄

表 4-1 樣本基本資料次數分配表	26
表 4-2 三家購物平台樣本次數分配表	30
表 4-3 各變項敘述性統計	33
表 4-4 三家購物平台在各變項敘述性統計	33
表 4-5 信度分析	34
表 4-6 KMO與 Bartlett 檢定	35
表 4-7 購物平台品質因素分析表	36
表 4-8 結果品質因素分析表	37
表 4-9 補救品質因素分析表	38
表 4-10 性別獨立樣本t檢定	39
表 4-11 婚姻變異數分析	40
表 4-12 目前居住地變異數分析	41
表 4-13 年齡變異數分析	42
表 4-14 教育程度變異數分析	43
表 4-15 職業變異數分析	45
表 4-16 個人平均月收入變異數分析	46
表 4-17 每週上網天數變異數分析	47
表 4-18 使用網路購物經驗變異數分析	49
表 4-19 上網購物頻率變異數分析	51
表 4-20 三家購物平台變異數分析	52
表 4-21 常態性檢驗表	53
表 4-22 測量模型配適度指標標準值	54
表 4-23 整體模型配適度指標檢核表	55
表 4-24 驗證性因素分析表	56
表 4-25 整體模型配適度指標檢核表	57
表 4-26 整體模型參數估計表	58
表 4-27 路徑關係檢定表	61
表 4-28 研究假設驗證結果	62

圖 目 錄

圖 1-1 研究流程圖	5
圖 2-1 Parasuraman, Zeithaml, and Berry服務品質模式	7
圖 3-1 研究架構	18
圖 4-1 整體模型配適圖	60

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一、中文部分梁雯玟(2001)，顧客導向、服務補償與服務品質之關係研究-以國際觀光旅館為例，國立成功大學企業管理研究所碩士論文。張元馨(2006)，影響消費者網路購物購買意圖關係之探討，國立東華大學未出版之碩士論文。楊錦洲(2001)，顧客需求與滿意度調查，台北:台灣檢驗科技股份有限公司。蔣惠蓮(2003)，網站環境特性與產品特性對消費者網路購物行為影響之研究，高苑科技大學未出版之碩士論文。衛南陽(2003)，顧客滿意學(初版)，台北:牛頓出版股份有限公司。盧西鵬(2005)，網路行銷，台北市:雙葉書廊。

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