

# 認知公平、情緒、滿意度及行為意圖關係之研究 = A study of the relationship among perceived justice, emotions, satisfaction

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## 摘要

隨著國內量販店營業額和年增率的逐年攀升，提供優質服務、保持與消費者良好的互動關係以及面對服務失誤後進行適當的服務補救，都是企業維持聲譽和創造長期利潤所必須經營與著墨的重點。本研究主要以國內量販店為對象，探討這些消費者對認知公平、情緒、滿意度及行為意圖之間的影響。

本研究依據相關文獻進行研究，研究設計以台中市家樂福356位消費者來進行因果性研究，採問卷設計進行實證調查，並以結構式方程式驗證本研究所提出之研究假設。

本研究之主要結論如下：(1)認知公平對於正向情緒有顯著正向的影響；(2)認知公平對於負向情緒有顯著負向的影響；(3)認知公平對於滿意度有顯著正向影響；(4)正向情緒對於滿意度有顯著正向的影響；(5)正向情緒對於行為意圖有顯著正向的影響；(6)負向情緒對於行為意圖有顯著負向的影響；(7)滿意度對行為意圖有顯著正向的影響。

關鍵詞：認知公平、情緒、滿意度、行為意圖

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