

產品品質、服務品質、情緒及行為意圖關係之研究 = A study of the relationships among product quality, service quality, emot

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摘要

本研究係以台中市麥當勞的消費者為研究對象，從顧客觀點來測量，以探討產品品質、服務品質、情緒及行為意圖之關係，並建構其關係模式。本研究採用問卷調查法進行探究，先按比例分層便利抽樣，抽出原台中市八個行政區域內麥當勞家數及問卷發放數，在顧客用完餐後隨機抽出以填答問卷。總計發出問卷400份，實際回收376份，有效問卷共333份，問卷回收率為94%，有效問卷回收率為83%。基本分析以SPSS 12.0 進行分析，整體模式分析則是以AMOS 19.0軟體進行相關統計分析工作，得到以下結論：1. 產品品質對顧客的愉悅程度及喚起程度均產生顯著正向之影響；2. 服務品質對顧客的愉悅程度及喚起程度均產生顯著正向之影響；3. 愉悅程度及喚起程度皆對行為意圖產生顯著正向的影響；4. 產品品質對行為意圖有顯著正向的影響。最後，根據研究的結果，對管理者提供管理意涵以及未來此領域的研究提出後續研究建議以茲參考。

關鍵詞：產品品質、服務品質、情緒、行為意圖

目錄

第一章 緒論	第一節 研究背景與動機	第二節 研究目的	第三節 研究範圍	第四節 研究
第二章 文獻探討	第一節 麥當勞	第二節 產品品質	第三節 服務品質	第四節 情緒
第五節 行為意圖	第六節 產品品質、服務品質對情緒與行為意圖之關連性研究	第三章 研究方法		
第一節 研究架構	第二節 研究假設	第三節 變數操作性定義與衡量	第四節 抽樣設計	第五
節 問卷設計與預試	第六節 資料分析方法	第四章 實證資料分析		
第二節 各變項特性分析	第三節 變數縮減(驗證式因素分析)	第四節 研究模式變數多元常態檢定		
第五節 信度分析與效度分析	第六節 整體模式分析	第七節 討論	第五章 結論與建議	
研究結論	第二節 管理意涵	第三節 研究限制與後續研究建議	第一節	

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