

A study of the relationships among product quality, service quality, emotions and behavioral intention / 王璟榮 撰 - 彰

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ABSTRACT

This research was subject to MacDonald ' s consumers in Taichung city. The main purpose was to investigate their opinions in the relationships among product quality, service quality, emotions and behavioral intention. The investigation was done by ques-tionnaire survey. The sampling principle was operated the stratified random samples first to select MacDonald shops and copies of questionnaire according to the rate of MacDonalds from 8 districts in original Taichung City which was uncombined with Taichung Country. Afterwards selected & issued questionnaires randomly when com-sumers had dining from MacDonalds. Total survey samples were issued 400 copies there were 376 copies retrieved and valid 333 copies. The rate of retrieval was 94% and 83% of effective retrieval. The basic analysis was made by SPSS 12.0, and overall model analysis was AMOS 19.0. From the survey, some conclusions were summarized as follows: 1. The product quality made conspicuously positive effect on pleasure and arousal. 2. The service qual-ity made conspicuously positive effect on pleasure and arousal. 3. The pleasure and arousal effected behavioral intention were conspicuously and positively. 4. The product quality made conspicuously positive effect on behavioral intention. Finally, according to the results of this research, provide the management meaning to managers and suggestions for the practice and future research in this area.

Keywords : product quality、 service quality、 emotions、 behavioral intention

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