

企業形象、服務品質、顧客滿意度與行為意圖關係之研究 = A study of the relationships among enterprise image, service quality

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摘要

本研究旨在探討桃園地區觀光飯店的企業形象、服務品質與顧客滿意度和行為意圖的關係，並以企業形象為干擾變項進行研究，採用問卷調查的方式，以100年7-8月前往桃園8家觀光飯店住宿的顧客為調查對象，利用SPSS 12和AMOS 18.0統計軟體進行資料分析，來檢定變數的路徑係數是否具有顯著性，藉以驗證企業形象、服務品質與顧客滿意度和行為意圖之間的因果關係。研究結果發現：企業形象與服務品質對顧客滿意度具有正向顯著影響，且有直接的因果關係；服務品質雖然未直接對顧客的行為意圖產生顯著的影響力，但透過顧客滿意度的中介效果可產生間接的影響力；企業形象對服務品質和行為意圖除具有正向且直接的顯著影響關係外，也對服務品質和顧客滿意度具有干擾效果；而顧客滿意度對行為意圖也有正向且直接的影響關係。最後，由整體模式適配度發現，本研究所建構的「企業形象、服務品質對顧客滿意度和行為意圖之結構方程模式」良好，使本研究的觀察資料可獲得解釋，依據上述發現提出具體的理論與實務意涵，以及後續研究建議。

關鍵詞：企業形象、服務品質、顧客滿意度、行為意圖

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