

顧客關係管理對服務品質與顧客忠誠度影響之研究 = A study of customer relationship management to service quality and custom

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摘要

因週休二日的實施及民眾對於健康概念的提昇，參與休閒活動的民眾有增加之趨勢。健身產業隨時間的演變，越來越受到會員的歡迎。如何維持業主與會員間的互動關係、並建立互信關係、以及如何改善服務品質以提昇顧客滿意度，已成為顧客關係管理之重要的議題。本研究的目的有：1.探討顧客關係管理對服務品質之影響。2.探討服務品質與顧客忠誠度之影響。3.探討顧客關係管理對於顧客忠誠度之影響。本研究採用問卷調查法，以中部健身房的會員為研究對象，有效問卷310份，以SPSS18.0版及Amos18.0版軟體進行資料分析，以驗證研究之假設關係。實證結果發現如下：1.顧客關係管理對服務品質有正向影響。2.服務品質對顧客忠誠度有正向影響。3.顧客關係管理對顧客忠誠度有正向影響。透過顧客關係管理對服務品質與顧客忠誠度的影響實證發現，本研究提出實務建議，健身產業者若想提高顧客忠誠度，應從提昇服務品質著手，達到增加顧客滿意，進而使顧客對健身中心產生忠誠度，將可提高顧客數與舊客戶交叉購買，增加營運的利潤，以使業者達到永續經營的目的。

關鍵詞：顧客關係管理、服務品質、顧客忠誠度

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