

兩岸連鎖美容美髮沙龍業顧客知覺價值、滿意度與顧客抱怨處理對顧客忠誠度影響之研究

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摘要

本研究主要說明了美容美髮沙龍業顧客知覺價值是否會影響其顧客滿意度，顧客的抱怨處理是否會影響其顧客滿意度，顧客的滿意度是否會影響其顧客忠誠度，顧客的抱怨處理是否會影響顧客忠誠度。而這項研究期望能夠幫助美容美髮沙龍業者更明瞭如何能夠增加其顧客的忠誠度。本研究是採用量化的方法去進行資料分析，以「兩岸美容美髮沙龍業顧客知覺價值、滿意度與抱怨處理對忠誠度影響之研究」去進行問卷之調查，並且以兩岸的美容美髮沙龍業之顧客為主要的研究對象，去探討各變項間是否具有相關性。本研究採取隨機抽樣，分別於台灣及上海地區發放問卷，總發放問卷數量為500份，合計共取得494份，回收率為98%；並且以AMOS結構方程式去檢驗假設關係。而研究結果表示顧客的知覺價值對滿意度有正向之影響，其顧客的抱怨處理與滿意度有正向之影響，顧客的滿意度與忠誠度有正向之影響，而顧客的抱怨處理與忠誠度有正向影響。

關鍵詞：知覺價值、滿意度、抱怨處理、忠誠度

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