

# 兩岸電信業顧客知覺價值與信賴對顧客滿意度及行為意圖影響之研究

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## 摘要

在通訊科技的演進之下，現代的手機除了有典型的通話功能之外，還包含了PDA、遊戲、照相機、時間、計時器、影音錄製等多項的功能，朝向手機帶有PDA功能之發展趨勢。這些用途促使人類的生活變得更加便利及多彩多姿，相反的對手機變得更加依賴，而電信公司的存在也就越來越重要了。主要探討台灣地區與大陸地區之各家電信業用戶在使用該家電信服務後之顧客知覺價值、信賴對顧客滿意及行為意圖的影響，主要以兩岸地區各家電信用戶為研究對象，本研究問卷發放於台灣五都與上海地區，共計500份，其總回收率達99%。研究結果顯示：兩岸地區顧客知覺價值對顧客滿意有正向影響，且顧客滿意對再構意願以及口碑皆有正向影響，另外顧客滿意對尋找替代具有負向影響。

關鍵詞：顧客知覺價值、顧客滿意、再購意願、尋找替代、口碑

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