

兩岸連鎖餐飲業服務品質、知覺價值和顧客滿意度對購買意圖之研究

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摘要

本研究是研究兩岸服務品質、知覺價值和顧客滿意度對購買意圖的影響。由於大陸經濟發展，加上人口眾多，逐漸形成一個巨大的市場。台灣餐飲企業想要跨足兩岸市場，佔有一席之地，在文化環境差異的狀況下，必須充分了解兩岸的需求差異，提供不同服務滿足大陸顧客的知覺價值與顧客滿意度，以提高顧客購買意願。本研究是採用量化方法去進行本研究的資料分析，「兩岸連鎖餐飲業服務品質、知覺價值和顧客滿意度對購買意圖之研究」去進行問卷之調查，並且是以兩岸連鎖餐飲業之顧客為研究的對象，去探討各變項間是否有相關性。本研究是採隨機抽樣，於台灣及上海是以發放問卷之方式去進行研究，合計共取得500份問卷，有效之問卷共500份，回收率為100%。研究結果表示服務品質在服務環境裡較知覺價值且具有較正向之顧客滿意度，而此類型的顧客對連鎖餐飲亦具有較高之購買意圖。

關鍵詞：服務品質、知覺價值、顧客滿意度、購買意圖

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