

服務品質、品牌形象、關係品質與關係承諾關聯之研究 - 以韓國化妝品為例

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摘要

日新月異的科技潮流活化了資訊傳遞，加上媒體廣告的推波助瀾，人們顯然對化妝品的依存度不斷往上攀升，更因科技的發達與經濟活動的活絡，使得化妝品產業規模逐年增加。韓國透過韓劇和流行音樂的成功輸出，以及韓國政府以政策帶動美妝產業的成長，使其在國際美妝舞台的地位快速竄升，獲得全球的矚目與優質的評價。近年來在臺灣市場上，不論是百貨公司的專櫃，或是處處可見的開架式美妝店、大賣場、電視購物台，甚至是網路美妝店舖，皆可見到這股韓流旋風強勢影響著消費者的購物意向。本研究即以韓國化妝品為探討主題，研究服務品質、品牌形象、關係品質與關係承諾間之關聯。本研究有效回收問卷共398份，並以統計軟體SPSS與Amos為工具，進行實證及統計之分析。根據研究結果，發現服務品質、品牌形象、關係品質與關係承諾間具有顯著正向影響。本研究對於探討主題所獲得之結論、建議與限制均有更進一步探討，並期許將此研究結果提供給化妝品產業與後續研究者作為參考。

關鍵詞：服務品質、品牌形象、關係品質、關係承諾

目錄

內容目錄 中文摘要	iii	英文摘要	iii
iv 致謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	4	第二節 研究目的	4
4 第二章 文獻探討	6	第一節 服務品質	6
6 第二節 品牌形象	15	第二節 關係品質	22
22 第三節 關係承諾		28 第五節 文獻綜合評論	33
33 第三章 研究方法		35 第一節 研究架構	35
35 第二節 研究假設		36 第三節 研究變數與衡量工具	40
40 第四節 問卷設計		43 第五節 抽樣設計	46
46 第六章 資料分析方法		47 第四章 研究結果與分析	50
50 第一節 基本資料分析		50 第二節 信度與效度分析	53
53 第三節 差異性檢定		62 第四節 相關分析	72
72 第五節 結構模型與研究假說驗證	74	74 第五章 結論與建議	79
79 第一節 研究結論		79 第二節 研究建議	84
84 第三節 管理意涵		85 第四節 研究限制與未來研究之建議	88
88 參考文獻		90 附錄 問卷	108
108 表目錄 表 2-1 服務品質之定義彙整表	8	表 2-2 服務品質之衡量構面	9
9 表 2-3 PZB理論之服務品質量表	12	表 2-4 品牌形象之定義彙整表	17
17 表 2-5 關係品質之定義彙整表	23	表 2-6 關係品質之衡量構面	26
26 表 2-7 關係承諾之定義彙整表	29	表 2-8 關係承諾之衡量構面	
30 表 3-1 問卷衡量問項內容	30	表 4-1 問卷發放及回收狀況表	
51 表 4-2 描述性統計分析表	51	表 4-3 各構念信度分析表	
54 表 4-4 服務品質驗證性因素分析表	55	表 4-5 品牌形象驗證性因素分析表	58
58 表 4-6 關係品質驗證性因素分析表	59	表 4-7 關係承諾驗證性因素分析表	61
61 表 4-8 AVE 區別效度分析表	62	表 4-9 性別對各構念之獨立樣本t檢定分析表	63
63 表 4-10 不同年齡層之平均數差異分析表	65	表 4-11 不同學歷之平均數差異分析表	67
67 表 4-12 不同職業之平均數差異分析表	68	表 4-13 不同月所得之平均數差異分析表	70
70 表 4-14 人口統計變項之差異分析總表	72	表 4-15 相關分析表	73
73 表 4-16 整體模型配適度指標			

檢核表	75 表 4-17 整體理論模式結果	77 表 4-18 各構
念對購買意願影響之效果	78 表 5-1 研究假設檢定結果彙整表	
84 圖目錄 圖 1-1 研究流程圖	5 圖 2-1 階級式服務品質架構	
.	14 圖 2-2 品牌形象三要素	19 圖 2-3 關係品質模式
.	27 圖 2-4 承諾信任理論	32 圖 3-1 研究架構圖
.	36 圖 4-1 整體模型配適度	76

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