

行銷滿意度、服務品質感受對顧客忠誠度之影響-以星巴克為例

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摘要

消費者消費的目的會隨著生活型態和消費模式改變，而企業的行銷思維亦轉變為致力於提高顧客滿意度與價值，設法使顧客的需要得到滿足，才能贏得顧客並保有顧客，達到永續經營之目標。本研究擬從消費者的角度針對星巴克的行銷策略、服務品質來探討消費者的忠誠行為。採用問卷調查法，針對星巴克顧客進行統計分析，共計發出紙本問卷350份，網路問卷128份，回收453份，有效問卷437份，有效問卷回收率為96.4%。根據研究分析結果顯示：一、星巴克顧客在行銷滿意度的「產品行銷」構面最高；服務品質感受以「硬體設施」構面最高；顧客忠誠度在「願意再次前往消費」項度最高。二、人口統計變數中性別、教育程度和消費間隔在行銷滿意度上達顯著差異；年齡、收入和居住地區在行銷滿意度上無顯著差異。三、人口統計變數中消費間隔在服務品質感受上達顯著差異；性別、年齡、收入、教育程度和居住地區在服務品質感受上無顯著差異。四、人口統計變數中消費間隔在顧客忠誠度上達顯著差異；性別、年齡、收入、教育程度和居住地區在顧客忠誠度上則無顯著差異。五、行銷滿意度與顧客忠誠度有顯著的影響；行銷滿意度愈高，顧客忠誠度愈高。六、服務品質感受對顧客忠誠度有顯著的預測能力；服務品質愈好，愈能提升顧客忠誠度。

關鍵詞：行銷滿意度、服務品質、顧客忠誠度、星巴克

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