

# 應用線上服務品質創造顧客知覺價值-以線上團購為例

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## 摘要

2010年全球最大團購網站Groupon進入台灣市場，改變團購市場的風貌，Groupon-Like團購型態成為主流。然而團購市場漸趨飽和，提供顧客真正所需，才能與顧客建立長久關係。近來，顧客知覺價值在市場策略的領域受到相當多的重視，因為其在預測採購行為上扮演著一個重要的角色，達到足以影響企業在市場上的競爭力。本研究將以Collier and Bienstock (2006)量測電子零售商服務品質的三構面，過程品質、結果品質及服務補救品質發展出適合測量團購網站的量表，探討團購網站利用線上服務品質創造顧客知覺價值的各項因素。以線上問卷與紙本問卷等二種方式收集樣本，共回收409份有效樣本。並利用SPSS和AMOS軟體進行敘述性統計分析、因素分析、信效度分析及結構方程模式等研究方法進行資料分析驗證。實證分析結果顯示：(1)過程品質正向影響顧客知覺價值；(2)結果品質正向影響顧客知覺價值；(3)服務補救品質正向影響顧客知覺價值。根據實證研究結果建議團購網站，應該致力於提升網站線上的服務品質，創造顧客知覺價值。

關鍵詞：顧客知覺價值、服務品質、過程品質、結果品質、服務補救品質

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