

服務品質、關係品質與知覺風險對忠誠度影響之研究—以兩岸購物中心為例

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摘要

企業要維持競爭優勢，顧客忠誠度是重要課題之一。而影響顧客忠誠度的因素很多，本研究將依據服務品質、關係品質以及消費者知覺風險等條件，研究對消費者忠誠度之影響。同時，鑑於兩岸經濟發展的緊密結合，亦有甚多行業先驅進入中國大陸一展雄才；在如此競爭日益加深的情況中，本研究將以兩岸購物中心為例，探討兩岸消費者在服務品質、關係品質以及消費者知覺風險對顧客忠誠度的影響，並進一步驗證假說。本研究資料收集是於台灣及大陸地區發放問卷，大陸總發放為400份，以上海地區為發放地區，回收共計327份，其問卷回收率81.75%；而有效問卷為100%。而台灣總發放為400份，回收共計365份。其問卷回收率91.25%，而有效問卷為100%。經由文獻探討、資料分析及統計回收問卷調查後，結論發現：一、兩岸購物中心服務品質對顧客的關係品質有正向影響。二、兩岸購物中心之顧客間關係品質對顧客忠誠度具正向影響。三、兩岸購物中心之顧客關係品質對顧客存在的知覺風險有負向影響。四、兩岸購物中心之知覺風險對顧客忠誠度具有負向的影響關係並無顯著相關。五、兩岸購物中心之服務品質對顧客滿意度並沒有顯著相關。

關鍵詞：服務品質、關係品質、知覺風險、忠誠度

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