

知覺價值對顧客忠誠-關係品質之中介效果

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摘要

本研究檢視傳銷產業的顧客知覺價值能否正向地影響關係品質，以及展現關係品質後能否提升顧客忠誠的可能性。研究資料收集來自單一E傳銷公司資料，共249位顧客，同時採用來源跨期研究法，分別在兩個不同時間點予以測量（T1評量顧客知覺價值與關係品質（滿意、信任），而T2評量顧客忠誠），以了解在時間的變動下，來檢驗滿意與信任分別對顧客知覺價值與顧客忠誠關係的中介效果。研究結果發現，顧客知覺到價值後展現出關係品質（滿意與信任），皆提升顧客忠誠。

關鍵詞：顧客知覺價值、關係品質、顧客滿意、顧客信任、顧客忠誠

目錄

封面內頁 簽名頁 中文摘要.....	英文摘要.....
..... 誌謝..... 目錄.....
..... 圖目錄..... 表目錄.....
..... 第一章 緒論.....1 第一節 研究背景與動機.....1
..... 第二節 研究目的.....4 第二章 文獻探討.....6
..... 第一節 關係品質.....6 第二節 顧客忠誠與顧客忠誠度之關係.....9
..... 第三節 顧客知覺價值.....11 第四節 關係品質與顧客忠誠度之關係.....14
..... 第五節 顧客知覺價值與關係品質之關係.....16 第六節 顧客知覺價值、關係品質與顧客忠誠之關係.....17
..... 第三章 研究方法.....19 第一節 研究架構與施測程序.....20
..... 第二節 研究假設.....20 第二節 敘述性統計.....26
..... 第四節 操作性定義及衡量工具.....22 第三節 信效度分析.....28
..... 第五節 資料處理與統計方法.....26 第四節 整體模式衡量分析.....34
..... 第四章 統計分析與結果.....28 第五節 相關分析.....42
..... 第一節 結論.....47 第六節 迴歸分析.....47
..... 第二節 實務意涵.....49 第一節 結論.....47
..... 第三節 研究限制與未來研究建議.....51 第二節 實務意涵.....49
..... 附錄：研究問卷.....62 參考文獻.....53

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