

顧客知覺價值、關係品質與顧客忠誠之研究

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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，共229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（關係滿意、信任與承諾），而T2評量顧客忠誠。目的是在時間的變動下，檢驗關係滿意對顧客知覺價值與顧客忠誠關係的中介效果，以及關係滿意分別對顧客知覺價值與信任、承諾的中介效果。研究結果發現，顧客知覺到價值後展現出關係品質（關係滿意、信任與承諾），間接提升顧客忠誠。

關鍵詞：顧客知覺價值、關係品質、顧客忠誠、關係滿意、多層次傳銷

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