

情緒勞務、服務環境、知覺服務品質、顧客滿意度與顧客忠誠度之研究

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摘要

服務業的重點在於服務品質以及顧客滿意度。第一線服務人員便是傳遞服務品質的關鍵人物，在與客戶交易過程中，往往能夠創造出情緒價值。近年來學者對員工情緒勞務、服務環境、顧客知覺服務品質、顧客滿意度、顧客忠誠度的研究較少，且結果未趨一致，故本研究將電信產業遠傳電信作為研究母體，進一步探討情緒勞務、服務環境、知覺服務品質、顧客滿意度與顧客忠誠度之間的關係。根據相關文獻，擬定研究架構，提出相關假設，以及各變數之操作行定義，並設計問卷。以遠傳電信員工與顧客為樣本對象，總計收回樣本數200份，運用統計軟體SPSS21.0及AMOS21.0進行資料分析，以驗證各變數間之關係。結果顯示員工的情緒勞務會影響消費者的知覺服務品質；員工的情緒勞務會影響消費者的顧客忠誠度；服務環境會影響消費者的知覺服務品質；服務環境不會影響消費者的顧客忠誠度；消費者的知覺服務品質會影響消費者的顧客滿意度；最後，消費者的顧客滿意度會影響消費者的顧客忠誠度。本研究最後提出實務上之管理意涵，並說明研究受到的限制，以及對後續研究方向的建議。

關鍵詞：情緒勞務、服務環境、知覺服務品質、顧客滿意度、顧客忠誠度

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