

跨國企業顧客參與和顧客滿意關係之研究-以零售擁擠知覺為干擾變數

陳俐帆、楊豐華

E-mail: 381833@mail.dyu.edu.tw

摘要

本研究以顧客參與為自變數，顧客滿意為依變數，並透過擁擠知覺為干擾變數，以進一步釐清兩變數間的關係。本研究針對在臺灣之某外商家具家飾連鎖店之消費者為對象進行問卷調查，透過量化研究方式，以問卷調查，利用李克特七尺量表，進行實證分析，問卷發放份數為600份，有效問卷532份。實證分析結果為：一、顧客參與與顧客滿意有顯著的正相關。二、空間擁擠對於顧客滿意有顯著的負相關。三、人潮擁擠對於顧客滿意沒有顯著的負相關。四、空間擁擠對顧客參與與顧客滿意間之關係具有干擾效果。五、人潮擁擠對顧客參與與顧客滿意間之關係具有干擾效果，經由上述結果，進一步提出理論上的實務運用以及後續研究之相關意涵與建議。

關鍵詞：顧客參與、顧客滿意、擁擠知覺

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