

# The Influence of Broker Professional Competence Customer Trust on Customer Purchase Intention an Instance of...

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## ABSTRACT

The purpose of this research was to examine the relationship between broker professional competence and customer trust with Customer Purchase Intention. This research take the of entity and network questionnaires, altogether obtained effective questionnaires 218. Research methods of reliability analysis, one-way ANOVA, correlation analysis and multiple regression analysis. Results indicated that professional competence and customer trust had the positive influence to the customer purchase. Further proposed the research limitations and suggestions implications of these findings are discussed.

Keywords : Customer trust、 professional competence、 customer purchase Intention

## Table of Contents

封面內頁 簽名頁 中文摘要.....	iii	英文摘要 .....	iv	誌謝 .....	
.....	v	目錄 .....	vi	圖目錄 .....	
.....	viii	表目錄 .....	ix	第一章 緒論 第一節 研究背景與動機 .....	1
.....	1	第二節 研究目的 .....	3	第三節 研究流程 .....	5
.....	5	第二章 文獻探討 第一節 顧客信任 .....	6	第二節 專業能力 .....	9
.....	9	第三節 顧客購買意願 .....	12	第四節 經紀人之定義 .....	16
.....	16	第五節 人口統計變數 .....	16	第三章 研究方法 第一節 研究架構與假說 .....	18
.....	18	第二節 操作性定義 .....	20	第三節 問卷設計 .....	22
.....	22	第四節 研究範圍及對象 .....	25	第五節 資料分析方法 .....	25
.....	25	第四章 資料分析與研究結果 第一節 敘述性統計分析 .....	27	第二節 信效度分析 .....	30
.....	30	第三節 單因子變異量分析 .....	33	第四節 相關分析 .....	45
.....	45	第五節 迴歸分析 .....	46	第五章 結論與建議 第一節 研究結論與管理意涵 .....	57
.....	57	第二節 研究限制與未來研究建議 .....	58	附錄 參考文獻.....	60
.....	60	研究問卷 .....	68		

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