

兩岸運動服飾品牌顧客導向、關係品質與滿意度對忠誠度影響之研究

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摘要

本研究主要探討兩岸運動服飾品牌顧客導向、關係品質與滿意度對忠誠度有何影響。本研究在台灣及上海地區發放實體問卷各400份，台灣回收樣本數382份，回收率96%，其中有效樣本為372份，有效問卷回收率為93%；上海回收360份，回收率90%，其中有效樣本為356份，有效樣本回收率為95%。研究結果發現：(一)台灣與大陸地區顧客導向對關係品質有正向之影響關係。(二)台灣與大陸地區關係品質對顧客滿意度具有正向的影響關係。(三)在大陸地區關係品質對顧客忠誠度具有正向的影響關係，在台灣則未達顯著性直接影響。(四)台灣與大陸地區顧客滿意度對顧客忠誠度具有正向的影響關係。(五)台灣與大陸地區關係品質對顧客導向與顧客滿意度具有中介效果。(六)在大陸地區關係品質對顧客導向與顧客忠誠度具有中介效果，在台灣則不成立。

關鍵詞：顧客導向、關係品質、滿意度、忠誠度

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