

旅行社銷售人員與消費者之關係品質影響消費者信任與購買決策之研究

侯詠禱、雷文谷

E-mail: 386754@mail.dyu.edu.tw

摘要

隨著消費意識抬頭，消費者開始懂得在進行消費行為前，先行搜尋相關資訊以增強消費信心，然而在旅遊產品這個標的物上仍可常聽聞消費糾紛。追根究底來說，在購買旅遊產品時消費者多半未能排除掉消費當下所產生的決策不確定性，為深入瞭解決策不確定性的相關資訊，本研究藉由先前研究者所提出之決策不確定性模型，使用SEM進行分析及驗證，以瞭解旅行社銷售人員與消費者兩者的關係品質、信任與決策不確定性之間的關係。本研究使用問卷調查方法，蒐集了317位旅遊產品消費者的消費經驗，經由SEM分析後結果顯示，消費者信任有助於降低決策不確定性；知覺信任有助於提升信任；知覺承諾與知覺依賴對信任不產生影響，亦對決策不確定性不產生影響。本研究末章則以討論及未來研究方向作為總結。

關鍵詞：關係品質、信任、決策不確定性、SEM

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