

# A Study on Relationship Quality between Travel Agency Salesmen and Consumers that Affecting Consumers' Trust and ...

侯詠禱、雷文谷

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

## ABSTRACT

Following the rise of consumers' awareness, the consumers has begun to realize that it is important to search for information before purchasing products or services, therefore increasing the consumers' trust. However, consumers disputes are still common in travel industry. This situation can be boiled down to most of the consumer could not erase all of the decision-making uncertainty made during the purchase. To establish a better understanding of decision-making uncertainty, this research uses decision-making uncertainty model made by previous researcher, to be analyzed and tested by SEM. The result is an insight of the relationship quality between the travel agency's sales person and the consumer. This research uses questionnaire survey and collected the experiences of 317 consumers of travel-related products. The results from the SEM show that trust can help to lower customers' decision-making uncertainty, perception trust can help on rising trust, and perception commitment and perception dependency have not effect on trust and decision-making uncertainty. Finally, this research ends with discussions and future research goals.

Keywords : Relationship quality、Trust、Decision-making uncertainty、SEM

## Table of Contents

摘要 Abstract 誌謝 目錄 圖目錄 表目錄	第一章 緒論	第二章 文獻探討	第一節 決策不確定性	第二節 信任
第三節 關係品質	第四節 決策不確定性、信任與關係品質之關係	第三章 研究方法	第一節 研究架構	
第二節 研究對象	第三節 研究工具	第四節 分析方法	第四章 研究結果	第一節 樣本基本資料
第二節 驗證型因素分析	第三節 Bollen二階段檢定	第四節 多元常態檢定	第五節 區別效度	第六節 SEM分析及違犯估計檢定
第七節 交叉效度	第八節 總效果、直接效果與間接效果	第五章 結論與建議		
第一節 理論貢獻	第二節 信任扮演中介變項的可能性	第三節 後續研究建議	參考文獻	附錄1 研究問卷 附錄2 共變異數矩陣

## REFERENCES

- 一、中文 張偉豪 (2011)。SEM論文寫作不求人。高雄市:三星統計。張偉豪、鄭時宜 (2012)。與結構方程模型共舞:曙光初現。新北市:前程文化。二、英文 Achrol, R. S., & Stern, L. W. (1998). Environmental determinants of decision-making uncertainty in marketing channels. *Journal of Marketing Research*, 25(1), 36-50. Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(1), 42-58. Anderson, J. C., & Gerbing, D. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423. Anderson, J. C., & Narus, J. A. (1999). A model of distributor firm and manufacturer firm working partnerships. *Journal of Marketing*, 54(1), 42-58. Bagozzi, R. P., Baumgartner, H., & Pieters, R. (1998). Goal-directed emotions. *Cognition and Emotion*, 12(1), 1-26. Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly*, 36(3), 421-458. Bawden, D., Holtham, C., & Courtney, N. (1999). Perspectives on information overload. *Aslib Proceedings*, 5(8), 249-255. Bentler, P. M. (2005). EQS 6 Structural equations program manual. Encino, CA: Multivariate Software. Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley. Bollen, K. A., & Stine, R. A. (1992). Bootstrapping goodness-of-fit measures in structural equation models. *Sociological Methods and Research*, 21, 205-229. Bollen, K.A. (1989). *Structural equations with latent variables*. New York: Wiley. Boomsma, A. (2000). Reporting analyses of covariance structures. *Structural Equation Modeling*, 7, 461-483. Breckler S. J. (1990). Application of covariance structure modeling in psychology: Cause for concern? *Psychological Bulletin*. 107(2), 260-372. Brown, T. A. (2006). *Confirmatory factor analysis for applied research*. New York: Guilford. Byrne, B. B. (2010). *Structural equation modeling using AMOS. Basic concepts, applications, and programming. (2nd ed)*. New York: Routledge. Byrne, B. M., Shavelson, R. J., & Muthen, B. (1989). Testing for the equivalence of factor covariance and mean structures: The issue of partial measurement invariance. *Psychological Bulletin*, 105(3), 456-466. Cheung, G. W., & Rensvold, R. B. (2002). Evaluating goodness-of-fit indexes for testing measurement invariance. *Structural Equation Modeling*, 9(2), 233-255. Chiles, T. H. & McMackin, J. F. (1996). Integrating variable risk preferences, trust, and transaction cost economics. *Academy of Management Review*, 21(1), 73-99. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81. Daft, R. L., & Legel, R. H. (1986). Organizational

information requirements, media richness and structural design. *Management Science*, 32(5), 554-571. Diamantopoulos, A. (1994). Modelling with LISREL: A guide for the uninitiated. *Journal of Marketing Management*, 10, 105-136. Diamantopoulos, A., & Siguaw, J. A. (2000). Introducing LISREL: A guide for the uninitiated. Thousand Oaks, CA: Sage.

Dirks, K. T. (1999). The effects of interpersonal trust on work group performance. *Journal of Applied Psychology*, 84(3), 445-455. Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51. Duncan, R. B. (1972). Characteristics of organizational environments and perceived environment uncertainty. *Administrative Science Quarterly*, 17, 313-327. Dwyer, F.R., Schurr, P.H. & Oh, S. (1987). Developing buyer – seller relationships. *Journal of Marketing*, 51(2), 11 – 27. Ellsberg, D. (1961). Risk, ambiguity, and the savage axioms. *Quarterly Journal of Economics*, 75, 643-669. Emerson, R. M. (1962). Power – dependence relations. *American Sociological Review*, 27(1), 31-41. Ford, D. (1990). Understanding business markets : interaction, relationships and networks. London: Academic Press.

Fornell, C. (1987). A second generation in multivariate analysis: Classification of methods and implications for marketing research. In M. Houston (ed.), *Review of marketing*, Chicago: American Marketing Association, 407-450. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39-50. Fynes, B., Voss, C., & de Burca, S. (2005). The impact of supply chain relationship dynamics on manufacturing performance. *International Journal of Operations and Production Management*, 25(1), 6-19. Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(2), 1-19. Gao, T., Sirgy, M.J. & Bird, M.M. (2005). Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment and dependence help? *Journal of Business Research*, 58, 397 – 405. Gao, T., Wang, Y., Sirgy, M. J., & Bird, M. M. (2002). An integrative model on the antecedents of buyer decision-making uncertainty in organizational purchasing. In Ramizwick and T. Ping (eds.), *Consumer Research, AP-Asia Pacific Advances*, Valdosta, GA: Association for Consumer Research, 5, 41-47. Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725-737. Gefen, D., & Straub, D. W. (2002). Managing user trust in B2C e-services. *eService Journal*, 2(2), 7-24. Gutierrez, S. S., Cillan, J. G., & Izquierdo, C. C. (2004). The consumer ' s relational commitment: main dimensions and antecedents. *Journal of Retailing and Consumer Services*, 11(6), 351-367. Hair, J. F. Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (2009). *Multivariate data analysis*. (7th ed.). Englewood Cliffs, NJ: Prentice Hall.

Hancock, G. R., & Nevitt, J. (1999). Bootstrapping and the identification of exogenous latent variables within structural equation models. *Structural Equation Modeling*, 6, 394-399. Heath, C., & Tversky, A. (1991). Preference and belief: Ambiguity and competence in choices under uncertainty. *Journal of Risk and Uncertainty*, 4, 5-28. Hoyle, R. H., & Panter, A.T. (1995). Writing about structural Equation models. In R. H. Hoyle (ed.), *Structural equation modeling: Concepts issues, and applications* Thousand Oaks, CA: Sage, 158-176. Jackson, D. L., Gillaspay, J. A., & Purc-Stephenson, R. (2009). Reporting practices in confirmatory factor analysis: An overview and some recommendations. *Psychological methods*, 14(1), 6-23. Jarvenpaa, S. L., & Tractinsky, N. (1999). Consumer trust in an Internet store: A cross-cultural validation. *Journal of Computer-Mediated Communication*, 5(2) 1 – 35. Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information Technology Management*, 1, 45-71. Joreskog, K. G. (1993). Testing structural equation models. In K. A. Bollen, & J. S. Long (eds.), *Testing structural equation models*, Newbury Park, CA: Sage, 294-316. Joreskog, K. G. & Sorbom, D. (1996). *LISREL 8: User ' s reference guide*. Chicago: Scientific Software International.

Kline, R. B. (2005). *Principles and practice of structural equation modeling*. (2th ed.). New York: Guilford. Kohli, A. (1989). Determinants of influence in organizational buying: a contingency approach. *The Journal of Marketing*, 53(3), 50 – 65. Kumar, N., Scheer, L. K., & Steenkamp, J. B. E. M. (1995). The effects of perceived interdependence on dealer attitudes. *Journal of Marketing Research*, 32(3), 348-356. Leone, L., Perugini, M., & Bagozzi, R. P. (2005). Emotions and decision making: Regulatory focus moderates motivational influences of anticipated emotions on attitudes toward acting on action evaluations. *Cognition and Emotion*, 19(8), 1175-1198. Little, T. D. (1997). Mean and covariance structures (MACS) analyses of cross-cultural data: Practical and theoretical issues. *Multivariate Behavioral Research*, 32(1), 53-76. Lockwood, C. M., & MacKinnon, D. P. (1998). Bootstrapping the standard error of the mediated effect. *Proceedings of the 23rd Annual Meeting of SAS Users Group International*, Cary, NC: SAS Institute, Inc, 997-1002. Marsh, H. W., & Hocevar, D. (1985). Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups. *Psychological Bulletin*, 97, 562-582. McCarter, M. W., & Northcraft, G. B. (2007). Happy together? Insights and implications of viewing managed supply chains as a social dilemma. *Journal of Operations Management*, 25(2), 498-511. McDonald, R. P., & Ho, M. H. R. (2002). Principles and practice in reporting structural equation analyses. *Psychological Methods*, 7, 64-82. McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359. McLain, D. L., & Hackman, K. (1999). Trust, risk, and decision making in organizational change. *Public Administration Quarterly*, 23(2), 152-176. Moorman, C., Zaltman, G., & Desphande, R. (1992). Relationships between providers and users of marketing research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314-329. Morgan, R.M., & Hunt, S.D. (1994). The commitment – trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20 – 38. O'Keeffe, M. (1998). Establishing supply chain partnerships: lessons from Australian agribusiness. *Supply Chain Management: An International*, 3(1), 5-9. Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. *MIS Quarterly*, 31(1), 105-136. Plank, R. E., Reid, D. A., & Pullins, E. B. (1999). Perceived trust in business-to-business sales: A new measure. *Journal of Personal Selling and Sales Management*, 19(3), 61-71. Roloff, M. E., & Miller, G. R. (1987). *Interpersonal processes: New directions in communication research*. Newbury Park, CA: Sage.

Rylander, D., Strutton, D., & Pelton, L. E. (1997). Toward a synthesized framework of relational commitment: implications for marketing channel theory and practice. *Journal of Marketing Theory and Practice*, 5(2), 58-71. Schreiber, J. B. (2008). Core reporting practices in structural equation modeling. *Administrative*

Pharmacy, 4, 83-97. Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of Educational Research*, 99, 323-337. Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling*. (2th ed.). Mahwah, NJ: Lawrence Erlbaum Associates. Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness. *Journal of Consumer Research*, 11(4), 939-953. Smith, J. B., & Barclay, D. W. (1997). The effects of organizational differences and trust on the effectiveness of selling partner relationships. *The Journal of Marketing*, 61(1), 3 - 21. Smith, J. R. (1998). Buyer-Seller Relationships: Similarity, Relationship Management, and Quality. *Psychology and Marketing*, 15(1), 3-21. Sobel, M. E. (1982). Asymptotic confidence intervals for indirect effects in structural equations models. In S. Leinhardt (ed.), *Sociological methodology*, San Francisco: Jossey-Bass, 290-312. Stewart, D. W., & Pavlou, P. A. (2002). From consumer response to active consumer: measuring the effectiveness of interactive Media. *Journal of the Academy of Marketing Science*, 30(4), 376-396. Torkzadeh, G., Koufteros, X., & Pflughoeft, K. (2003). Confirmatory analysis of computer self-efficacy. *Structural Equation Modeling*, 10(2), 253-275. Trompson, B. (2004). *Exploratory and confirmatory factor analysis: Understanding concepts and applications*. Washington, DC: American Psychological Association. Turner, J. C., Midgley, C., Meyer, D. K., Gheen, M., Anderman, E. M., Kang, Y., & Patrick, H. (2002). The classroom environment and students' reports of avoidance strategies in mathematics: A multimethod study. *Journal of Educational Psychology*, 94(1), 88-106. van Birgelen, M., de Ruyter, K., & Wetzels, M. (2000). The impact of incomplete information on the use of marketing research intelligence in international service settings: an experimental study. *Journal of Service Research*, 2, 372 – 387. Zeithaml, Valarie A. (1981), How Consumer Evaluation Processes Differ between Goods and Services. In J. Donnelly, & W. George (eds.), *marketing of services*, Chicago: American Marketing, 186-190.