

# 影響策略、滿意度與績效關係之研究-以汽車業為例

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## 摘要

通路關係在行銷研究的領域中是一個很重要的議題，組織間需有效的管理通路，來共同達成雙方的營運目標。在汽車的經銷體系中，成員間的互動是促成永續經營的重要因素，因為汽車業在行銷策略的制訂上，多由代理商與經銷商在彼此互動關係中所共同參與擬定的，其過程中也容易影響其他經營策略的推展與經銷商間個別的利益及相互的競爭，因而產生經銷體系間成員的衝突或不滿，甚至影響經銷商的經營結果。因此本研究主要探討汽車代理商與經銷商之間，當汽車代理商使用影響策略對經銷商滿意度所可能造成的影響，更進一步瞭解經銷商對代理商滿意或不滿意，是否會影響經銷商的績效表現，其結果發現：（1）當代理商經常使用強制性的影響策略時，經銷商的經濟與社會滿意度會隨之減少；（2）當代理商經常使用允諾策略時，經銷商的經濟滿意度會隨之增加；（3）當代理商經常使用非強制性的影響策略時，經銷商的經濟與社會滿意度會隨之增加；（4）當經銷商對代理商的社會滿意度增加時，其代理商的績效會隨之提高。

關鍵詞：通路關係、影響策略、滿意度、績效、汽車經銷商

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