

影響策略與滿意程度關係之研究-以資訊業為例=the relationships between influence strategies and satisfaction in information

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摘要

本研究針對台北地區個人電腦經銷商資訊進行實證性研究，對於其通路之間的影响策略的運用對於通路成員滿意度的影响作一深入之探討，獲得的結果如下：一、強制性影响策略對非經濟性滿意度有負向的關係、非強制性影响策略對經濟性滿意度有正向的關係、允諾策略對經濟性滿意度有正向的關係，此三項假設未獲得研究的支持。二、供應商經常對經銷商使用強制性的影响策略，會降低經銷商的經濟滿意度。三、供應商經常使用非強制性影响策略，則經銷商非經濟滿意度越高。四、供應商經常使用允諾策略，則經銷商的非經濟滿意度越高。五、供應商經常使用請求策略，則經銷商的經濟滿意度越高；經銷商對供應商的非經濟滿意度越低。六、經銷商對供應商的非經濟滿意度增加時，對供應商的經濟滿意度也會隨之增加。

關鍵詞：資訊業個人電腦經銷商；影响策略；通路成員滿意度

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