

# 顧客認知價值與網路忠誠度關係之研究-以網路書店為例

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## 摘要

由於資訊科技的進步以及全球化市場的趨勢，企業面臨強大的競爭與生存壓力，企業如何有效利用資訊科技與管理技術來瞭解與滿足顧客需求、創造顧客價值，進而提升顧客忠誠度與企業利潤，是企業發展顧客關係管理的重要關鍵。企業在創造顧客價值時，首先必須先瞭解顧客所「認知」的價值為何？而不是一味以降價的短期策略，來獲取顧客的忠誠，因為維持長期良好關係與互動才是企業生存的根本之道，唯有知道顧客需要的是什麼，才能有效掌握顧客。因此，本研究以網路書店顧客為對象，藉由文獻探討與相關資料的彙整，透過路徑分析來進行相關議題的分析與驗證，嘗試探討顧客認知價值對網路忠誠度的影響因素與關聯性。經由本研究實證分析後，發現網路書店顧客所重視的認知價值分別為交易安全性、產品資訊內容完整性、服務具體性、網站實用性與易用性，每一項因素皆對於顧客滿意度與忠誠度有著直接或間接的正向影響；因此，顧客認知價值對於企業瞭解顧客滿意度與忠誠度是具有顯著的效果。本研究期能藉此研究成果提供有效的決策資訊，做為企業經營網路商店與調整行銷策略時的參考。

關鍵詞：顧客關係管理、顧客認知價值、顧客滿意度、網路忠誠度、路徑分析

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