

# 比較兩岸顧客滿意度、消費者偏好對顧客忠誠度影響之研究-以餐飲業為例

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## 摘要

有關服務業之顧客滿意度與忠誠度的議題已累積相當豐富的研究文獻，但尚未發現探討兩岸餐飲業因消費者偏好對顧客滿意度與忠誠度之關聯性，且因台灣與大陸地區之消費者因地域性不同，其影響程度可能不盡相同，故本研究採問卷調查研究法進行量化之研究，比較兩岸消費者顧客滿意度、消費者偏好對顧客忠誠度影響之異同處。本研究對台灣及大陸地區無品牌綜合餐廳之消費者發出500份問卷進行實證調查，回收有效問卷413份，有效回卷率82.4%，並使用複迴歸進行資料分析，研究結果發現：1.餐飲業消費者之顧客滿意度對顧客忠誠度具有顯著影響。2.台灣地區餐飲業消費者口味偏好的差異對顧客滿意度與顧客忠誠度之關係產生干擾效果。3.大陸地區餐飲業消費者口味偏好變化時對於服務品質的好壞對顧客忠誠度有顯著影響。4.台灣與大陸地區餐飲業消費者對於滿意度的重視程度不同。中國的經濟改革與市場開放，消費者收入的增加及消費意識抬頭，使餐飲業在中國的市場環境百家爭鳴、競爭激烈。本研究綜合兩岸顧客的觀點，對台灣餐飲業者提出建議，以供未來赴大陸投資餐飲業者經營方向的參考。

關鍵詞：顧客滿意度；消費者偏好；顧客忠誠度；餐飲業

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