

服務品質、滿意度與忠誠度關係之研究:以中華電信公司ADSL顧客為例

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摘要

隨著資訊時代的來臨，網路已成為人類生活必備工具，近年來由於電信自由化與固網執照開放，國內網際網路服務提供者(ISP)已面臨同業強大的競爭與生存壓力，造成網際網路服務提供者經營更形艱鉅；因此ISP業者如何從競爭激烈的環境中脫穎而出，唯有加強對顧客的服務品質，針對不同的顧客需求，提供多樣化的服務，進而提高顧客滿意度與忠誠度。本研究以中華電信ADSL的一般使用者為研究對象，試圖瞭解中華電信ADSL所提供的各項產品與服務，是否能真正符合顧客的需求，進而找出影響顧客滿意度與忠誠度的要素。經由路徑分析(path analysis)結果顯示，各個研究假說皆獲成立，顯示「客服人員服務」、「服務的豐富性」與「連線品質」對顧客滿意度與信任具有正向影響，其中「連線品質」對顧客滿意度與「客服人員服務」對信任的影響效果最大；此外，「信任」會正向影響「顧客滿意度」與「顧客忠誠度」，「資產專屬性」會正向影響「顧客忠誠度」，「顧客滿意度」會正向影響「顧客忠誠度」。本研究藉由集群分析(cluster analysis)將顧客區分成三組不同的顧客群，並利用區別分析(discriminate analysis)驗證所得集群數的區別效果。最後，再利用變異數分析檢定不同顧客群對於中華電信所提供服務項目之重視程度是否有顯著差異；研究結果顯示，不同顧客群所重視的服務項目的確有明顯的差異，其中以重視連線服務品質人數最多，因此中華電信應持續維持良好的通訊品質，以提高顧客滿意度與忠誠度。本研究期望能提供有效的決策資訊，作為中華電信提升服務品質與調整行銷策略時的參考。

關鍵詞：服務品質、信任、資產專屬性、顧客滿意度、顧客忠誠度

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