

台灣成立金融控股公司後服務品質、顧客滿意度與顧客忠誠度之相關性研究-以保險業為例

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摘要

本研究的主要目的是藉由問卷調查的方式，瞭解金融控股公司旗下的壽險業子公司服務品質、顧客滿意度與顧客忠誠度之間的關係。本研究的觀念性架構主要是參考Storbacka, Strandvik, & Gronroos等學者所提出的關係獲利力模型修改而成的，採用Likert五等級計分，問卷調查可信度以Cronbach 內部分析計算其可信度。本研究問卷總計發出400份，有效問卷189份，研究工具以SPSS統計軟體以及LISREL為主。本研究分析結果有以下幾點的發現：一、當壽險業者提供給顧客越高的服務品質時，則顧客的滿意度越高。二、顧客所感受到的滿意度越高時，壽險業者與顧客之間的關係強度越強，顧客忠誠度也就越高。三、當顧客滿意度越高時，顧客也就願意與往來的壽險公司有承諾的意願。四、買賣雙方的連結力越強時，雙方的關係強度也就越強。

關鍵詞：金融控股公司；服務品質；顧客滿意度；顧客忠誠度

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