旅遊網站服務品質對顧客關係利益影響之研究

林佩蓉、賴其勛:汪睿祥

E-mail: 9315898@mail.dyu.edu.tw

摘要

從Park and Kim(2003)的研究中可發現,他們只探討到影響整個關係利益,並沒有深入研究影響個別的關係利益。另外,從呂佩庭(民92)的研究中也可看出,影響關係利益的構面比較偏向於屬性方面的特性,而本研究將以偏向於服務品質的構面來探討影響個別的關係利益。本研究以Li, Tan and Xie(2002)所發展的web-based服務品質構面當成評估旅遊網站服務品質的構面,參考Hennig-Thurau et al.(2002)所提出的關係行銷結果決定因素之整合性模式構面來發展本研究架構,並且進一步探討旅遊網站服務品質與顧客關係利益、e滿意度、e忠誠度之間的關係。研究結果顯示: 1.顧客認為除了勝任性外,回應性、資訊品質、同理心越高時,顧客感受之信心利益也越高。 2.顧客認為同理心越高時,顧客感受之社交利益與特殊待遇利益也越高。 3. 顧客感受之信心利益、社交利益、特殊待遇利益越高時,顧客對此旅遊網站之e滿意度與e忠誠度也越高。 4.顧客對此旅遊網站之e滿意度越高時,對此旅遊網站之e忠誠度也越高。 5.顧客認為回應性越高時,顧客對此旅遊網站之e 忠誠度也越高。 8. 顧客對此旅遊網站之e滿意度越高時,對此旅遊網站之e忠誠度也越高。 5.顧客認為回應性越高時,顧客對此旅遊網站之e 忠誠度也越高。

關鍵詞: 旅遊網站服務品質; 顧客關係利益; e滿意度; e忠誠度

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