

服務品質與品牌形象對顧客滿意度影響之研究-以大陸消費者為例

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摘要

本研究以大陸沿海城市的消費者為對象，旨在瞭解服務品質與品牌形象對顧客滿意度的影響。研究中檢驗了服務品質對顧客滿意度的影響、品牌形象對顧客滿意度的影響、服務品質與品牌形象對顧客滿意度的影響；希冀透過本研究提供實務界相關領域參考與建議。本研究以問卷做調查，並運用統計及多變量分析進行假設檢定。資料分析方法包含敘述統計分析、因素分析、相關分析與迴歸分析，並於每小節末摘要分析的結果。本研究的九個假設中，有三個假設獲得支持，有六個假設獲得部份支持。實證結果如下：1.服務品質對顧客在賣場規劃上的滿意度具有顯著影響。2.服務品質對顧客在服務人員上的滿意度具有正向顯著影響。3.服務品質對顧客在廣告促銷上的滿意度具有正向顯著影響。4.品牌形象對顧客在賣場規劃上的滿意度具有顯著影響。5.品牌形象對顧客在服務人員上的滿意度具有正向顯著影響。6.品牌形象對顧客在廣告促銷上的滿意度具有正向顯著影響。7.服務品質與品牌形象對顧客在賣場規劃上的滿意度具有顯著影響。8.服務品質與品牌形象對顧客在服務人員上的滿意度具有正向顯著影響。9.服務品質與品牌形象對顧客在廣告促銷上的滿意度具有正向顯著影響。

關鍵詞：服務品質、品牌形象、顧客滿意度

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