

顧客參與生產，歸因理論，涉入程度與顧客滿意相關之研究

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摘要

本研究針對顧客參與共同生產，影響顧客滿意程度作驗證。加入歸因偏誤與涉入程度兩個變數，來說明其中的關係。本研究共有六個假設，假設1，顧客參與共同生產，對於廠商會有顯著的滿意度；假設2，歸因偏誤，會影響顧客參與共同生產的程度；其中，顧客參與共同生產，對於產品成功歸為自己的努力，對於產品失敗為歸咎廠商的責任；假設4，涉入程度高低會影響顧客參與共同生產；假設6，涉入程度與歸因偏誤有顯著的關聯，均獲得支持。但是其中，假設3，歸因偏誤會影響顧客滿意度及假設5，涉入程度高低會影響顧客滿意，皆沒有獲得支持。結論顯示顧客參與共同生產，會受到歸因偏誤與涉入程度兩種心裡因素產生顯著性的變化與影響。這樣的研究結果支持顧客參與共同生產，可以讓顧客得到顯著的滿意水準。但是不管實驗組或控制組都普遍存在歸因偏誤。涉入程度高低及歸因偏誤，實證上均會影響顧客參與共同生產的程度，但在顧客參與共同生產後，對顧客滿意度卻沒有明顯的影響。

關鍵詞：顧客參與、產品涉入程度、歸因偏誤、滿意度

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