

探索台灣地區企業界服務顧客滿意度整合分析研究執行之問題

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摘要

本研究採質性研究法，探討以Oliver之「顧客滿意度前因後果模式」為架構，蒐集台灣地區顧客滿意度相關實務研究，進行Hunter整合分析法時面臨之問題及因應。採便利抽樣法，從「全國博碩士論文摘要檢索系統」選取符合關鍵字為「顧客滿意度」或「消費者滿意度」、92年出版之研究、最終消費者、企業、商品包含服務等要件且具有全文電子檔之樣本28篇。

研究結果顯示，以台灣企業界服務顧客滿意度相關研究，進行Hunter整合分析法，所需面對之問題有：一、顧客滿意度整合分析所需研究結果蒐集的廣泛性與經濟效率。二、顧客滿意度整合分析研究之理論架構對擷取資訊的影響，及其修正的必要性。三、顧客滿意度相關變項名稱的差異及如何正確的歸類。四、潛在調整變項的發掘。五、範圍變異修正所需參考母體的選定。六、顧客滿意度及其相關變項，於相關分析時呈現形式的差異。七、母數統計與無母數統計所得相關統計值，如何轉換成共同尺度之積差相關值 r 。八、變項信度與標準差的缺漏。本研究除嘗試對上述問題尋求解決方法，並對未來研究提出三點建議：一、以Oliver架構進行整合分析所應擷取之資訊，包含各研究之外部資訊、研究內容資訊及資訊之分類。二、進行整合研究後續資料分析時，對於具有相同組別多個相關值之研究結果，應賦予加權值以避免其對整合分析之一般性結論貢獻度太大。三、可將各篇研究之顧客滿意度值轉換為共同尺度並加以整合，形成台灣地區整體顧客滿意度指標，且比較各行業之差異。

關鍵詞：顧客滿意度；消費者滿意度；整合分析法

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