

# 中國大陸高科技廠商產品創新程度、企業形象與顧客滿意度對顧客終身價值影響之研究-以筆記型電腦產品為例

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## 摘要

台灣的IT產業在全球經濟整合中，不論是產品的應用開發或者是生產製造一直以來扮演著關鍵的角色。90年代後在邁入全球化市場的過程中，經過不斷的淬煉與提升後，Made In Taiwan 傳遞給全球消費者的訊息已經成為高品質的代表。隨著大陸經濟起飛與製造業的比較優勢吸引大多數國際海外投資時(FDI)，台灣的IT產業除了加強全球佈局與加速製造外移中國的同時，也試圖尋求在代工以外的商業模式，以提昇自身的競爭優勢。自創品牌成為下一階段的挑戰。如何結合所屬產品設計與大量生產的優勢，並搭配市場行銷手段，為企業走出一片天，國外跨國企業可引以為鑑。由於大陸市場與台灣相似，透過對大陸企業的觀察，可以協助台灣企業進軍大陸市場。本文主要在探討產品創新程度，企業形象與顧客滿意度之關連性，並探討顧客滿意度對顧客終身價值之影響效果。本研究是以大陸筆記型電腦公司為研究對象，一共發出300份問卷，回收257份。透過信度分析、描述性統計、T檢定與單因子變異數分析、相關分析及迴歸分析，歸納研究結果如下：1. 產品創新程度對顧客滿意度之影響皆達極顯著水準 2. 企業形象對於顧客滿意度之影響皆達極顯著水準 3. 顧客滿意度對於顧客終身價值的影響皆達極顯著水準

關鍵詞：產品創新程度、企業形象、顧客滿意度、顧客終身價值

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