

服務品質、關係品質與顧客忠誠度關係之研究--以補習班為例

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摘要

本研究以補習班的顧客為研究對象，目的是探討補習班的服務品質、關係品質與顧客忠誠度之關係，希望對研究結果對補習班在經營上有所助益。本研究發現服務品質對滿意、信賴具有正向關係，滿意、信賴對忠誠度具有正向關係。顧客在評估滿意、信賴時，以「保證與關懷」構面的影響力最大。顧客在評估忠誠度時，以「滿意」構面的影響力最大，其次是「信賴」構面。另外，滿意對服務品質與顧客忠誠度的相關性具有部分中介的影響力，信賴對服務品質與顧客忠誠度的相關性具有完全中介的影響力。因此，本研究認為補習班應以提高顧客的滿意度和信賴度為主，並隨時修正影響服務品質的因素，來改善、提升服務品質，以提高顧客的忠誠度。

關鍵詞：服務品質，滿意，信賴，顧客忠誠度

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