

A Study of Service Quality and Customer Satisfaction of Shopping Site in Taiwan and Mainland China

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ABSTRACT

The service quality is visible to "perceived service quality". It comes to compare the consumer's actual feeling cognition of service quality to the service expected quality. This research takes both the Mainland China and Taiwan's websites as the research. Using service quality gap pattern (Gap Model) the gap five foundations and the revision but discuss the relations between the shopping website service quality and the customer satisfaction. This research mainly studies the service quality in Mainland China and Taiwan's shopping website regarding the customer satisfaction influence, and shopping websites research take Taiwan and the mainland China as the example. Therefore, this research aims at the Taiwan and Mainland China shopping website's users, who had the shopping experiences on the websites. The research object for the mainland China and Taiwan's network shopping users, and samples number respectively are 231 and 273 people. This the result of research as follows: 1. Expected service quality of Mainland China and Taiwan's shopping websites presents regarding the perceived service quality to positive relations. 2. Expected service quality of Mainland China and Taiwan's shopping websites presents regarding customer satisfaction to positive relations. 3. Perceived service quality of Mainland China and Taiwan's shopping websites presents regarding customer satisfaction to positive relations. 4. The gap between expected and perceived service quality of Mainland Chinese and Taiwan's shopping websites presents regarding customer satisfaction to negative relations.

Keywords : Shopping Website, Service Quality, Customer Satisfaction

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v	英文摘要.....	v
謝辭.....	vi	目錄.....	viii	目.....	viii
圖目錄.....	ix	表目錄.....	xi	表目錄.....	xi
第一章 緒論.....	xiii	第一節 研究背景與動機.....	1	第一節 研究背景與動機.....	1
1 第二節 研究目的.....	4	3 第三節 研究流程.....	4	3 第三節 研究流程.....	4
5 第四節 研究結構.....	5	6 第二章 文獻回顧.....	6	6 第二章 文獻回顧.....	6
7 第一節 網路購物.....	7	7 第二節 服務品質.....	7	7 第二節 服務品質.....	7
18 第三節 顧客滿意.....	18	36 第三章 研究方法與設計.....	36	36 第三章 研究方法與設計.....	36
50 第一節 研究架構.....	50	50 第二節 研究假設.....	50	50 第二節 研究假設.....	50
51 第三節 變數定義及操作性定義.....	51	53 第四節 研究工具.....	53	53 第四節 研究工具.....	53
56 第五節 研究對象與樣本收集.....	56	61 第六節 資料分析.....	61	61 第六節 資料分析.....	61
64 第四章 研究結果分析與討論.....	64	66 第一節 樣本資料分析.....	66	66 第一節 樣本資料分析.....	66
66 第二節 期望服務水準與實際服務水準之差距.....	66	71 第三節 購物網站服務品質因素分析.....	71	71 第三節 購物網站服務品質因素分析.....	71
74 第四節 兩岸購物網站服務品質及顧客滿意分析.....	74	78 第五章 研究結論與建議.....	78	78 第五章 研究結論與建議.....	78
95 第一節 研究結論.....	95	95 第二節 理論與實務意涵.....	95	95 第二節 理論與實務意涵.....	95
100 第三節 研究限制與未來研究建議.....	100	105 參考文獻.....	105	105 參考文獻.....	105
106 中文文獻.....	106	106 英文文獻.....	106	106 英文文獻.....	106
108 網路資源部份.....	108	115 附錄.....	115	115 附錄.....	115
116 圖目錄 圖1-1 美國網路消費者所認為網路購物的優點 3 圖1-2 研究流程圖 5 圖2-1 我國較常上網人口之購物比例 12 圖2-2 我國電子商店目前主要經營模式 14 圖2-3 大陸網路購物用戶最常購買之商品 15 圖2-4 大陸網路購物用戶網齡的情形 16 圖2-5 大陸網路購物用戶網齡的情形 17 圖2-6 大陸網路購物使用者最喜歡的交易方式 17 圖2-7 服務品質概念性模式架構 22 圖2-8 服務業作業特性觀點之服務品質模式 24 圖2-9 服務品質之期望與績效差距衡量模式 26 圖2-10 影響服務品質的構面 30 圖2-11 服務品質之直接績效衡量模式 32 圖2-12 服務品質之直接差異衡量模式 33 圖2-13 服務品質衡量方法的差異圖 35 圖2-14 顧客滿意模式 41 圖2-15 顧客滿意之公式一 43 圖2-16 顧客滿意之公式二 43 圖2-17 顧客滿意之公式三 44 圖2-18 顧客滿意之期望失驗模式 45 圖2-19 顧客滿意之直接績效衡量模式 46 圖2-20 顧客滿意之完全評量模型 46 圖2-21 顧客滿意之擴大的滿意衡量模式 47 圖3-1 本研究之研究架構圖 50 表目錄 表2-1 我國網路使用者經	116	116	116	116	116

常瀏覽之網站排名 11 表2-2 我國網路使用者選擇網路購物原因比較 13 表2-3 我國網路使用者經常瀏覽之網站排名 22 表2-4 Sasser, Olsen, & Wyckoff (1978)七項衡量服務品質構面 25 表2-5 SERVQUAL量表修正前與修正後之構面比較 27 表2-6 SERVQUAL服務品質十項構面 28 表2-7 SERVQUAL服務品質五項構面及測量項目 31 表2-8 三種服務品質衡量模式之比較 34 表3-1 研究架構之操作性變數與衡量之方法 54 表3-2 網路服務品質衡量構面與變項 57 表3-3 本研究問卷內容表 59 表3-4 前測樣本回收與結構 61 表3-5 本研究前測問卷變數之信度分析 62 表3-6 樣本回收與結構 62 表3-7 本研究變數之問卷信度分析 63 表4-1 台灣地區樣本基本資料 68 表4-2 大陸地區樣本基本資料 69 表4-3 台灣地區期望服務水準和實際服務水準之差距缺口 72 表4-4 大陸地區期望服務水準和實際服務水準之差距缺口 73 表4-5 KMO值與Bartlett的球形檢定值 74 表4-6 因素分析之變異量 75 表4-7 購物網站服務品質與因素分析 75 表4-8 台灣地區期望服務水準對於之實際服務水準之回歸分析 79 表4-9 台灣地區期望服務水準對之實際服務水準之假設檢定 79 表4-10大陸地區期望服務水準對於之實際服務水準之回歸分析 80 表4-11大陸地區期望服務水準對之實際服務水準之假設檢定 81 表4-12台灣地區期望服務水準對於顧客滿意之回歸分析 82 表4-13台灣地區期望服務水準對顧客滿意之假設檢定 83 表4-14大陸地區期望服務水準對於顧客滿意之回歸分析 84 表4-15大陸地區期望服務水準對顧客滿意之假設檢定 85 表4-16台灣地區實際服務水準對於顧客滿意之回歸分析 86 表4-17 台灣地區實際服務水準對顧客滿意之假設檢定 87 表4-18大陸地區實際服務水準對於顧客滿意之回歸分析 88 表4-19大陸地區實際服務水準對顧客滿意之假設檢定 88 表4-20台灣地區期望服務水準與實際服務水準之差距對於顧客滿意之回歸分析 90 表4-21台灣地區期望服務水準與實際服務水準之差距對於顧客滿意之假設檢定 91 表4-22大陸地區期望服務水準與實際服務水準之差距對於顧客滿意之回歸分析 92 表4-23大陸地區期望服務水準與實際服務水準之差距對於顧客滿意之假設檢定 93 表4-24研究模型之假設檢定彙總表 93 表5-1 兩岸購物網站服務缺口比較

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