

關係品質與忠誠度關係之研究-以中華電信企業用戶為例

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摘要

近年來政府開放電信自由化，顧客對通信品質與服務水準要求愈來愈高，並從文獻中發現業者提高客戶維持率達5%，將可創造25%到85%的利潤(Reichheld et al 1990)。電信業者為獲取利潤，除了提供各種促銷方案，亦採取關係行銷方式提供客製化服務，尤其企業用戶是各家電信業者重要營業收入來源，故紛紛派駐專案人員到企業用戶營業場所提供一對一服務，期待透過此種關係提升企業用戶對電信業者的滿意與信任，進而增進彼此長久關係的維持，使企業用戶成為業者忠誠之顧客。本研究以中華電信企業用戶為研究對象，透過問卷調查方式，探討關係利益對關係品質與顧客忠誠度的關係。經由研究結果顯示，除了信心利益對滿意與特別待遇利益對信任的影響不顯著外，社交利益與特別待遇利益對滿意，信心利益與社交利益對信任，滿意對顧客忠誠度，信任對顧客忠誠度皆成正向顯著影響。其中總效果則以社交利益對顧客忠誠影響最大，所以電信業者應加強專案人員與企業用戶間互動關係，並提供便利性服務，獲取對應人員的信任與依賴，達到彼此間友誼，透過此層級關係鞏固企業用戶對電信業者之忠誠。本研究之研究所得，期能提供電信業者與企業用戶建立長期關係，進而獲取忠誠顧客。

關鍵詞：關係利益、關係品質、忠誠度

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