

健康體適能運動俱樂部顧客關係與行為意向之研究: 以台中市為例

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摘要

由於消費形態的改變及消費意識的抬頭，在整體行銷市場方面就越顯得競爭激烈，對於運動健身俱樂部產業而言，顧客的需求與目的更顯得多元，因此，如何與顧客產生良好之互動關係正是運動健身俱樂部經營策略主要目的，本研究將透過消費者的角度來了解顧客與健康體適能運動俱樂部間的服務品質、關係品質對滿意度及行為意向的因果模式。研究對象選擇位於台中市的世界健身俱樂部、99Gym Party、永豐棧及亞力山大等四家運動健身俱樂部之會員為例，共計發放500份問卷，有效問卷回收共計350份。資料經結構關係模式分析結果顯示，服務品質、關係品質與顧客滿意度皆正向影響行為意向，而整體模型之配適指標皆通過門檻值標準，該結果亦顯示本研究之理論模型可獲得支持。

關鍵詞：服務品質；關係品質

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