

A Study on the Relationship between Customer Relation and Behavior Intention of Fitness Clubs-in Taichung City

張可欣、李城忠；楊慶南

E-mail: 9503950@mail.dyu.edu.tw

ABSTRACT

In recent years, customers' consumption styles have been changing drastically. Customers know how to protect their rights; as a result, companies need to be more diverse to meet customers' needs. Take fitness clubs as an example, their main marketing strategy is to build a friendly and interactive relationship with customers. The main purpose of the study was to understand how service and relationship quality affected customer's satisfaction level and behavior intention with regards to which fitness clubs they selected. Customers from four fitness clubs in Taichung served as subjects in this survey. A total of 350 questionnaires were retrieved and the data was processed by a Structural Equation Model. The result indicated that the service relationship, relationship quality and customer's satisfaction level all had positively influenced behavioral intention. The overall model fit within the acceptable range.

Keywords : Service quality ; Relationship quality

Table of Contents

封面內頁 簽名頁 授權書	iii 授權書
iv 中文摘要	v 英文摘要
vi 誌謝	vii 目錄
viii 圖目錄	xi 表目錄
xii 第一章 緒論 1.1 研究背景與動機	1 1.2 研究目的
3 1.3 研究範圍	4 1.4 研究流程
5 第二章 文獻探討 2.1 健康體適能俱樂部產業相關文獻探討	6 2.1.1 健康體適能運動俱樂部定義
8 2.1.3 健康體適能運動俱樂部產業概況	6 2.1.2 健康體適能運動俱樂部類型
10 2.2 服務品質相關文獻探討	11 2.2.1 服務品質之定義
11 2.2.2 服務品質構面	13 2.2.3 服務品質模式
15 2.3 關係品質相關文獻探討	19 2.3.1 關係品質之定義
19 2.3.2 關係品質構面	19 2.3.2 關係品質構面
20 2.3.3 關係品質模式	22 2.4 顧客滿意度相關文獻探討
23 2.4.1 顧客滿意度之定義	23 2.4.2 顧客滿意度之衡量
24 2.4.3 顧客滿意度之構面	24 2.4.3 顧客滿意度之構面
25 2.5 服務品質、關係品質、顧客滿意度與行為意向間相關文獻探討	26 2.5.1 行為意向
26 2.5.2 服務品質與顧客滿意度之相關研究	28 2.5.3 服務品質與行為意向之相關研究
28 2.5.4 關係品質與顧客滿意度之相關研究	29 2.5.5 關係品質與行為意向之相關研究
30 2.5.6 顧客滿意度與行為意向之相關研究	31 第三章 研究方法 3.1 研究架構
32 3.2 研究假設	33 3.3 變向操作性定義
33 3.4 研究工具	33 3.4 研究工具
34 3.5 資料收集	40 3.6 資料分析方法
40 第四章 資料分析 4.1 樣本結構	42 4.2 研究之模型分析
44 4.3 研究假設驗證結果	51 第五章 結論與建議 5.1 研究結果與結論
53 5.2 管理意涵	55 5.3 建議
55 5.4 限制與後續研究方向	56 5.4 研究限制與後續研究方向
57 參考文獻	58

REFERENCES

- 1.台中市主計室(2003)。台中市九十年工商及服務業普查結果提要 分析。主計室統計通報，(022)。
- 2.行政院消費者保護委員會(2004)。加州健身俱樂部遭控訴違約 及違反消保法。 <http://www.cpc.gov.tw/new.asp>。
- 3.王仲三(2002)。家電門市服務品質之顧客滿意度研究。義守大學 工業工程與管理學研究所碩士論文。
- 4.王婷穎(2002)。國際觀光旅館之服務品質、關係品質與顧客忠誠 度之相關性研究—以台北、台中及高雄地區為例。南華大學旅遊事業管理研究所碩士 論文。
- 5.江界山、高俊雄、程紹同、林文郎和李復甸(2001)。台灣健身房(體適能中心)設施及管 理之研究。台北市:行政院體育委員會(未出版)。
- 6.江盈如(1999)。大台北地區健康俱樂部顧客滿意度、忠誠度以及滿意構面重視度之研究。國立交通大學經營管理研究所碩士論文。
- 7.李敏玲(1997)。運動連鎖服務業生命週期與經營策略之研究-以韻律舞

蹈業為例。國立體育學院碩士論文。8.何明政(1999)。零售服務品質與顧客行為意向之實證研究-以台南大型百化公司為例。國立成功大學工業管理研究所碩士論文。9.何恆東(2004)。運動健身俱樂部服務品質評級模式建構之研究。國立台灣體育學院休閒運動管理研究所碩士論文。10.何雍慶、蘇雲華(1996)。服務行銷領域顧客滿意模式及服務品質模式之比較研究。輔仁管理評論, 2(2), 37-64。11.衫本辰夫(1986)。事務、營業、服務的品質管制(盧淵源譯)。中興管理顧問公司。12.吳奕賢(2002)。健康俱樂部消費行為與行銷組合滿意度之研究。台灣體育運動管理學報, (1), 227-243。13.吳思華, 策略九說, 台北:臉譜。14.吳萬益、林清河(2001)。企業研究方法, 初版。華泰文化事業股份有限公司。15.洪瑞英(2004)。顧客導向、服務品質、顧客價值與顧客滿意度之關聯性研究 - 以花蓮地區國際觀光旅館為例。國立東華大學企業管理學系碩士論文。16.洪彰鴻、李城忠(2004)。台北地區健身俱樂部服務品質與健身消費者行為之研究。運動休閒管理學報, 1(2), 141-158。17.姜慧嵐(2000)。台灣健康體適能俱樂部產業之研究。中國文化大學運動教練研究所碩士論文。18.高俊雄(2000)。運動服務管理理論與實務。台北:志軒。19.徐嘉君(1999)。登山活動參與者行為意向之研究。中國文化大學觀光事業研究所碩士論文。20.翁崇雄(1998)。期望服務與服務績效影響服務品質評量之研究。台大管理叢書, 9(1), 153-176。21.許士軍(2003)。管理辭典, 台北:華泰文化事業股份有限公司。22.郭德賓(1999)。服務業顧客滿意評量模式之研究。中山大學企業管理研究所博士論文。23.陳秀華(1993)。健康體適能俱樂部會員消費行為之研究。國立體育學院體育研究所碩士論文。24.陳金冰(1991)。休閒俱樂部行銷策略之研究。國立政治大學企業管理研究所碩士論文。25.陳順宇(2000)。多變量分析, 第二版, 台北:華泰。26.黃士鑑(1991)。企業經理人休閒俱樂部消費行為之研究。國立政治大學企業管理研究所碩士論文。27.黃啟明(2001)。國內健康休閒俱樂部經營模式介紹。遠東學報, 19, 382-385。28.黃美卿(1998)。銀行業關係值-忠誠度模式之實證研究。雲林科技大學企業管理碩士論文。29.黃春生(2000)。服務品質、關係品質與顧客行為意向關係之研究 - 以壽險業為例。國立成功大學工業管理學研究所碩士論文。30.黃賢哲(2004)。運動健身俱樂部消費者商店印象與再次購買意願之研究。國立雲林科技大學休閒運動研究所碩士論文。31.程紹同(1997)。國內運動休閒與體適能企業之概況介紹及經營略分析。桃園文教, 復刊號, 29-36。32.楊國樞(1999)。社會及行為科學研究方法(上)(下)。十三版。東華書局。33.楊人智(1996)。會員制休閒運動俱樂部之探討。臺灣省學校體育, 6(3), 4-10。34.楊錦州(1999)。顧客需求與顧客滿意度調查的方法。中華民國品質學會第三十五屆年會暨第五屆全國品質管理研討會論文集。35.劉志忠(1997)。服務業服務品質與消費者行為意圖關係之研究-以高雄市六家百貨公司為例。國立中山大學企業管理研究所碩士論文。36.蔡瑞宇(1996)。顧客行為學。天一圖書公司。37.賴其助、郝傑民和李雅雯(2001)。服務品質與購後行為意圖關係之研究 - 以台中百貨業為例。企業管理學報, (49), 135-158。38.鄭錫聰(2002)。服務接觸滿意度與購後行為關聯性之研究-以推廣教育為例。大葉大學工業關係學系碩士論文。39.羅家德(2001)。人際關連帶、信任與關係金融-以鑲嵌性觀點研究金融組織之利基。清華社會學評論。北京(2), 19-50。40.蘇雲華(1996)。服務品質衡量方法之比較研究。國立中山大學企業管理研究所博士論文。41.Anderson, J.C., & Narus, J.A. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*, Fall(54), 42-58。42.Anderson, E.W., & Sullivan, M.W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125-143。43.Anderson, E.W., Fornell, C., & Lehmann, D.R. (1994). Customer Satisfaction, Market Share, and Profitability: findings from Sweden. *Journal of Marketing*, 58 July, 53-66。44.Anton, J. (1996). *Customer Relationship Management*. Prentice Hall。45.Bagozzi, R., & Yi, Y. (1988). On the Use of Structural Equation Model In experimental Desgns. *Journal of Marketing Research*, 26 August, 271-284。46.Barnes, J.G. (2001). *Secrets of Customer Relationship Management: It's All About How You Make Them Feel*. New York: McGraw-Hill Inc。47.Bentler, P.M. (1995). EQS structural equations program manual. Encino, CA: Multivariate software。48.Berry, L.L., & Parasuraman, A. (1991). *Marketing Services-Competing Through Quality*. New York: The Free Press, 137。49.Bitner, M.J. (1990). Evaluation Service Encounters: The Effect of Physical Surroundings and Employee Responses. *Journal of Marketing*, 54, 69-82。50.Boles, J.S., Johnson, J.T., & Barksdale, H.C. (2000). How Salespeople Build Quality Relationships: A Replication and Extension. *Journal of Business Research*, 48(1), 75-81。51.Bolton, R.N., & Drew, J.H. (1991). a multistage Model of Consumers' Assessments of service Quality and Value. *Journal of Consumer Research*, 17, 375-384。52.Boulding, W.A., Kalra, R.S., & Zeithaml, V.A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(1), 7-27。53.Bojanic, D.C.(1996). Consumer perceptions of price, value and satisfaction in the hotel industry: an exploratory study. *Journal of Hospitality and Leisure Marketing*, (4) 1, 5-22。54.Brown, T.J., Churchill, G.A.Jr., & Peter J.P. (1993). Research note: Improving the Measurement of Service Quality. *Journal of Retailing*, 69, 27-141。55.Butz, H.E.J., & Goodstein L.D. (1996). Measuring Customer Value: Gaining the Strategic Advantage. *Organizational Dynamics*, Winter, 63-77。56.Buchanan, J.M. (1965). An Economic Theory of Clubs, *Economics*, (32)125, 1-14。57.Churchill, G. A., & Suprenaut, C. Jr. (1982). Growth Strategies of Service Firms. *Strategic Management Journal*, Jan.-Mar, 7-22。58.Cronin, J.J., & Brady, R.R. (1997). Customer Orientation: Effects on Customer Service Perceptions and Outcomes Behaviors. *Journal of Service Research*, (1)3, 241-251。59.Cronin, J.J., Brady, R.R., Hightower, J., & Shemwell, D.J. (2001). A Cross-Section Test of the Effect and Conceptualization of Service Value. *Journal of Service Marketing*, (11), 375-391。60.Cronin, J.J., & Steven, A.T. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing*, (56), July, 55-68。61.Crosby, L.A., Evans, K.R., & Coules, D. (1990). Relationship Quality in Service Selling: An Interpersonal Influence Perspective. *Journal of Marketing*, July,(54), 68-81。62.Day, R.L. (1977). Extending the Concept of Consumer Satisfaction, *Atlanta Association for Consumer Research*.(4), 149-154。63.Day, R.L. (1980). Research Perspectives on Consumer Complaining Behavior. *Theoretical Development in Marketing*, Charles Lamb and Patrick Dunne. eds. Chicago, IL: American Marketing Association Press, 211-215。64.Drucker, P.F. (1974). *Management: Task, Responsibilities, Practices* American, Big。65.Dwyer, F.R., Schurr, P.H., & Oh, S. (1987). Developing Buyer-seller Relationship *Journal of Marketing*, (51), 11-27。66.Engel, J.F., Blackwell, R.D., & Miniard, P.W. (1995). *Consumer Behavior* 8th ed., New York: The Drydden, 368。<http://www.techgnide.com/dw/bldgcrn.shtml> 67.Fornell, C. (1992). A national customer satisfaction barometer: the swedish experience. *Journal of Marketing*, (55), 1-21。68.Fredericks, J.O., & Salter II J.M. (1995). Beyond Customer Satisfaction. *Management Review*, (84), 29-32。69.Gale,

B. T. (1994). *Managing Customer Value: Creating Quality and Service that Customers Can See*. New York: The Free Press. 70.

Gronroos, C. (1982). *Strategic Management and Marketing in Service Sector*, MA: Marketing Science Institute. 71.

Guilford, J.P. (1965). *fundamental Statistics in Psychology and Education 4th Ed*. New York: McGraw-Hill Inc. 72.

Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (1998). *Multivariate Data Analysis, Fifth Edition*, New Jersey. 73.

Hemphill, D.J. (1977). *Consumer Satisfaction with the Home Buying Process: Conceptualization and Measurement*. Conceptualization of Consumer Satisfaction and Dissatisfaction. Cambridge: Marketing Science Institute. 74.

Henning-Thurman, T., & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology & Marketing*, 14(8), 764-797. 75.

Hoelzer, J.W. (1983). The analysis of covariance structures: Goodness-of-fit indices. *Sociological Methods and Research*, (11), 325-344. 76.

Holbrook, M.B. (1999). *Consumer Value: A Framework for Analysis and Research*. London; New York: Routledge. 77.

Howard, J.A., & Sheth, J.N. (1967). *The Theory of Buyer Behavior*. New York: John Wiley and Sons. 78.

Hu, L., & Bentler, P.M. (1999). Cutoff criteria for fit indexes in covariance structural equation modeling, 6(1), 1-55. 79.

IHRSA (2004). 2003 American Sports Data Health Club Trend Report. <http://cms.ihrsa.org> 80.

Jöreskog, K.G., & Sörbom, D. (1993) LISREL 8: Structural Equation Modeling with the SIMPLIS Command Language, Mooresville, Chicago: Scientific Software, Inc. 81.

Kotler, P. (1996). *Marketing Management: Analysis, Planning, Implementation and Control*, Englewood Cliffs N.J: Prentice-Hall Inc. 82.

Kotler, P. (1999). *Marketing Management: International Edition*. Prentice Hall, 33-62. 83.

Kotler P. (2003). *Marketing management*. eleven edition by Prentice Hall International, Inc. 84.

Kumar, N., Scheer, L.K., & Steenkamp, J. B. (1995). The effects of supplier fairness on vulnerable resellers. *Journal of Marketing Research*, (32), 54-65. 85.

Lehtinen, U., & Lehtinen, J.R. (1982). *Service Quality: A Study of Quality Dimensions*. Unpublished Working Paper, Service Management Institute, Helsinki. 86.

Levitt (1983). After the Sale is Over. *Harvard Business Review*, (61), 87-93. 87.

Lee, J., & Kim, Y. (1999). Effect of Partnership Quality on IS Outsourcing Success: Conceptual framework and Empirical Validation. *Journal of Management Information Systems*, (15)4, 29-61. 88.

Levitt & Theodore (1986). The Globalization of Markets. *Harvard Business Review*, 61(5-6), 92-102. 89.

Lagace, R.R., Dahlstrom, R., & Gassenheimer, J. B. (1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry. *Journal of Personal Selling and Management*, 6(4), 39-47. 90.

Magolis, B. (1999). An Amazon.com story lessons learned. *Direct Marketing*, 62(3), 57-58. 91.

McDonald, R.P., & Ho, M.R. (2002). Principles and practice in reporting structural equation analysis. *Psychological Methods*, (7), 64-82. 92.

Morgan, R.M., & Hunt, S.D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(1), 20-38. 93.

Moore, K.R. (1998). Trust and Relationship Commitment in Logistics Alliances: A Buyer Perspective. *International Journal of Purchasing*, (34), 24-37. 94.

Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Marketing Research: The Dynamics of Trust within and between organizations. *Journal of Marketing Research*, (29) August, 314-329. 95.

Naumann, E. (1995). *Creating Customer Value*. Isted. U.S: Thomson Executive Press INC. 96.

Neal, W.D. (1999). Satisfaction is Nice, but Value Drives Loyalty. *Marketing Research*, (11), 20-23. 97.

Oliver, R.L. (1996). Varieties of Value in the Consumption Satisfaction Response. In K. P. Corfman and J.G. Lynch, Jr. (eds) *Advances in Consumer Research*, (23), Provo, U: Association for Consumer Research, 138-142. 98.

Park, C.W., Bernard, J.J., & MacInnis, D.J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, Oct, (50), 135-145. 99.

Patton, R.W., Grantham, W.C., Gerson R., & Gettman (1989). *Developing and Managing Health/Fitness Facilities*. Champaign, Illinois: Human Kinetics Books. 100.

Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A Multi-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, (52), 12-40. 101.

Parasuraman, A., Zeithaml V. A., & Berry, L.L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, Fall, (49), 41-50. 102.

Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, (60) April, 31-46. 103.

Peppers, D., Roger, M., & Dorf, R. (1999). Is Your Company Ready for one-to-one Marketing. *Harvard Business Review*, Jan-Feb, 151-160. 104.

Pfaff, M. (1977). The Index of Customer Satisfaction Measurement Problem and Opportunity. *The Conceptualization of Consumer Satisfaction and Dissatisfaction*, H. Kieth Hunt ed., Cambridge, MA: Marketing Science. 105.

Reichheld, F.F., & Sasser, W.E. (1990) Zero Defections: Quality Comes to Services. *Harvard Business Review*, 68, 105-111. 106.

Rust, R.T., & Oliver, R. L. (1994). *Service Quality: Insights and Managerial Implications from the Frontier*. *Service Quality: New Directions in Theory and Practice*. New York: Sage Publications, Inc., 1-19. 107.

Rust, R.T., Zahoric, A.J., & Keiningham, T.L. (1995). Return on Quality (ROQ): making service quality financially accountable. *Journal of Marketing*, 59, 58-70. 108.

Ruyter, K.D., Wetzels, M., & Bloemer (1997). On the Relationship Between Perceived Service Quality, Service Loyalty and Switching Costs. *International Journal of Service Industry Management*, (9)5, 436-453. 109.

Sheth, J.N., Gardner, D.M., & Garrett, D.E. (1994). *Marketing Theory: evolution and Evaluation*. Wiley, New York. 110.

Slywotzky, A.J. (1996). *Value Migration*. Harvard Business School Press, Boston. 111.

Smith, J.B. (1998) Buyer-Seller Relationships: Similarity, Relationship Management and Quality. *Psychology & Marketing*, 15(1), 3-21. 112.

Smith, J.B. (1998). The Relation between Job Level and Job Satisfaction. *Group and Organization Management*, 23, 470-495. 113.

Storbacka, K., Standvik, T., & Gronroos, C. (1994). Managing customer relations for profit: the dynamics of relationship quality. *International Journal of Service Industry Management*, 5, 21-38. 114.

Sweeney, J.C., Soutar, G.N., & Johnson, L.W. (1997). Service Quality and Perceived Value: A Comparison of Two Models. *Journal of Retailing and Consumer Service*, (E)1, 39-48. 115.

Swift, R. (2001). *Accelerating Customer Relationships*. Prentice Hall. 116.

Westbrook, R. A. (1980). An Exploratory Study of Nonproduct-related Influences Upon Consumer Satisfaction. *Advance in Consumer Research*, (7)1, 577-581. 117.

Yi, Y. (1990). A Critical Review of Consumer Satisfaction. In *Review of Marketing*. Ed. Zeithaml, V. A.. Chicago: American Marketing Association. 118.

Zeithaml, V.A., & Bitner M. J. (1996). *Service Marketing*. McGraw-Hill, New York. 119.

Zeithaml, V.A., & Bitner M.J. (2000). *Services Marketing*. second edition by the McGraw-Hill Companies, Inc.