

兩岸都會型健身中心服務品質、企業形象、移轉障礙對會員忠誠度之影響-以亞力山大健身中心為例

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摘要

健康意識與運動休閒觀念普及，個人在都會區休閒活動面積明顯不足，促使營利型健身中心興起與成長，卻因市場逐漸趨向飽和且競爭者眾多，使業者面臨會員嚴重流失的窘境。本研究主要的目的，即是找出影響健身中心會員忠誠度的重要因素--「服務品質」、「企業形象」、「移轉障礙」，並分析比較在台灣與中國大陸兩地區這些因素對會員忠誠度影響之差異，以供學術界與業界實務管理之參考。本研究使用問卷為主要量測工具，以台北與上海兩地區之亞力山大健身中心會員為主要問卷發放對象，採用徑路分析、相關分析與多元迴歸分析等推論統計方法，對所提出之研究假說進行檢定。研究結果發現：1.在台灣地區，服務品質的「可靠性」、「反應性」與「有形性」對「會員忠誠度」有正向影響；亦能經由「公司形象」、「服務形象」間接對「會員忠誠度」產生正向影響；「知覺移轉成本」對「會員忠誠度」亦有正向影響關係。2.在中國大陸地區，服務品質的「可靠性」與「反應性」等「會員忠誠度」有正向影響；服務品質的「反應性」亦能經由「服務形象」間接對「會員忠誠度」有正向影響；「人際關係」與「知覺移轉成本」對「會員忠誠度」亦存在正向影響。

關鍵詞：服務品質，企業形象，移轉障礙，會員忠誠度，健身中心

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