

# The Influence of Commercial Friendships on Customer Satisfaction and Customer Loyalty: An Empirical Study of Bars in Tai

蕭宇鈞、羅雁紅

E-mail: 9511082@mail.dyu.edu.tw

## ABSTRACT

Customer satisfaction and customer loyalty are critical factors in the success of a business, more so for the service industry. This report is to discuss whether or not the relationship between service people (waiters and waitresses) and customers' commercial friendships affects customer satisfaction and customer loyalty. And discuss the process of service encounter in dramaturgical theory. This study used questionnaires dispersed to customers that have frequented and spent money at bars and restaurants. The results concluded that in the bar and restaurant environment, the relationship of waiters and waitresses that have commercial friendships with customers have a positive correlation. The results can be used for reference in the restaurant and bar industry. This also means that the waiters need to cultivate more commercial friendships so more interpersonal relationships are formed. Personal interactions are very important in the service industry, therefore, the results can be used in the long term strategy and management of the service industry.

Keywords : 劇場理論 ; 商業友誼 ; 顧客滿意度 ; 顧客忠誠度 ; 酒吧

## Table of Contents

封面內頁 簽名頁 授權書 iii 中文摘要 iv 英文摘要 v 誌謝 vi 目錄 vii 圖目錄 ix 表目錄 x 第一章 緒論 第一節 研究背景與動機 1 第二節 研究目的 3 第三節 研究範圍及對象 3 第二章 文獻探討 第一節 劇場理論 4 第二節 商業友誼 7 第三節 顧客滿意度 10 第四節 顧客忠誠度 13 第五節 酒吧 15 第三章 研究方法 第一節 研究架構 18 第二節 研究假說 19 第三節 變數的操作型定義 21 第四節 研究設計 22 第五節 問卷設計 23 第六節 抽樣設計與問卷回收情形 25 第七節 資料分析方法 27 第八節 問卷量表信度與效度檢測 28 第四章 資料分析與實證結果 第一節 樣本結構描述 30 第二節 因素分析 32 第三節 演員對衡量變項的影響 34 第四節 獨立樣本t檢定及單因子變異數分析 35 第五節 相關分析 39 第五章 結論與建議 第一節 研究結論與發現 41 第二節 建議 43 第三節 研究限制 46 參考文獻 48 附錄 53

## REFERENCES

- 一、中文部份 1. 大英線上。( <http://wordpedia.britannica.com/default.aspx>) 2. 王一芝(2005, 10月1日)。服務只作一半, 誰能給我五星級。遠見雜誌, 232。212-226。 3. 林公孚(2001)。ISO9000:2000對文件化有何要求。品質月刊, 三月號。83-85。 4. 何雍慶、黃淑琴(2002)。從交換理論與對偶觀點探索商業友誼結構。中華管理評論國際學報, 第五卷, 第四期。35-54。 5. 李澤治(1996)。餐飲業經營必勝實戰100招。台北:聯經。 6. 吳明隆(2000)。SPSS應用統計實務。台北:松岡。 7. 柯虹如(2003)。內部行銷對商業友誼與顧客滿意、顧客忠誠影響之研究—以汽車修護業與產險業為例。朝陽科技大學企業管理研究所碩士論文。 8. 高秋英(1999)。餐飲管理 理論與實務。台北:揚智。 9. 高力行(2002)。商業友誼對服務品質、顧客滿意與顧客忠誠影響之研究--以汽車修護業與產險業為例。朝陽科技大學企業管理研究所碩士論文。 10. 凌儀玲、黃俊英(1998)。醫療服務接觸之劇場觀點。Hospital, 第三十一卷, 第五期, 33-41。 11. 凌儀玲(1998)。服務接觸中認知腳本之研究。國立中山大學企業管理研究所博士論文。 12. 許俊雄(2001)。金融機構顧客滿意度評量模式之研究。銘傳大學金融研究所碩士論文。 13. 章彩瑛(1999)。美髮業關係品質模式之研究。私立大業大學事業經營研究所碩士論文。 14. 張為理(2002)。商業友誼對服務品質、顧客滿意與顧客忠誠影響之研究--以學校教育與健身中心為例。朝陽科技大學企業管理研究所碩士論文。 15. 行政院主計處(2004, 9月2日)。國情統計通報168號。作者:台北市。 16. 黃育振(2001)。解構ISO 9000: 2001標準的理念。品質月刊, 十月號, 67-70。 17. 劉美秀(2003)。內部行銷對商業友誼與顧客滿意、顧客忠誠影響之研究—以學校教育與健身中心為例。朝陽科技大學企業管理研究所碩士論文。 18. 關山晴(2001)。顧客滿意度與忠誠度之研究—以西式速食業為例。國立台灣科技大學管理研究所碩士論文。 19. 謝安田(1993)。企業研究方法。著者發行, 台北。 二、英文部份 1. Baron, Steve, Kim Harris, and Barry J. Davies (1996), " Oral Participation in Retail Service Delivery: A Comparison of the Roles of Contact Personnel and Customers, " European Journal of Marketing, Vol.30, No.9:75-90. 2. Bejou, D. and Palmer.(1998).A Service failure and loyalty: an exploratory empirical study of airline customers. Journal of Services Marketing,12(1),7-22. 3. Boulding, W., A. Kalra, R. Staelin, & V. A. Zeithaml (1993), " A Dynamic Process Model of Service Quality: From Expectation to Behavioral Intentions, " Journal of Retail Banking, Vol.30, February, pp.7-27. 4. Churchill G.A., Jr. and Surprenant C. ( 1982 ) .An Investigation Into the Determinants of Customer Satisfaction. Journal of MarketingResearch, Vol.19 ( Nov. ) ,p.492. 5. Dick, A. S. and K. Basu (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. Journal of Academy of Marketing Science, Vol.22, No.2,

pp.99-113. 6. Furman, W. and K. L. Bierman. (1984). Children's Conceptions of Friendship: A Multi-Method Study of Developmental Changes. *Developmental Psychology*, Vol.20, No.5, 925-931. 7. Goffman. (1959), *The presentation of self in Everyday life*. N.Y. Doubleday. 8. Goodwin, C. and D. D. Gremler. (1996). Friendship over the Counter: How Social Aspects of Service Encounters Influence Consumer Service Loyalty. *Advances in Services Marketing and Management*, Vol.5, Teresa A. Swartz, ed. Stamford, CT: JAI Press. 247-282. 9. Gronroos, C. (1990). *Service management and Marketing — Managing the Moments of Truth in Service Competition*. U.S. : Lexington Books. 10. Griffin, J. (1997), *Customer Loyalty: How to Earn It, How to Keep It*, Simon and Schuster Inc. 11. Grove, Stephen J., Raymond P. Fisk, and Michael J. Dorsch (1998), "Assessing the Theatrical Components of the Service Encounter: A Cluster Analysis Examination," *The Service Industries Journal*, vol.18(July):116-134. 12. Guiry, Michael. (1992). Consumer and Employee Roles in Service Encounters. *Advances in Consumer Research*, vol.19, 666-672. 13. Gwinner, K. P., D. D. Gremler and M. J. Binter. (1998). Relational Benefits in Services Industries: The Customer's Perspective. *Journal of the Academy of Marketing Science*, Vol. 26, No.2, 101-114. 14. Hays, R. B., (1985). A longitudinal study of friendship development. *Journal of Personality and Social Psychology*, 48, 909-924. 15. Kotler, P. (1996). *Marketing Management: Analysis, Planning, Implementation and Control*. 9th ed., New Jersey: Prentice-Hall Inc. 16. Kotler, P., A. H. Swee, L. M. Siew & T. T. Chin (1996). *Marketing Management-An Asian Perspective*, Prentice-Hall Inc. 17. Mary Jo Bitner. (1992). Service spaces: The impact of physical surroundings on customers and employees. *Journal of Marketing*, Vol. 56, April, 57-71. 18. Newcomb, A. F. and J. E. Brady. (1982), Mutuality in boys' friendship relations. *Child Development*, Vol.53, 392-395. 19. Oliver, R. L. (1981), Measurement and Evaluation of Satisfaction Processes in Retail Settings. *Journal of Retailing*, Vol.57, No.3, pp.25-48. 20. Ostrom, A. & D. Iacobucci (1995). Consumer Trade-Off and the Evaluation of Services. *Journal of Marketing*, Vol.59, January, 17-28. 21. Price, L. L. & E. J. Arnould. (1999). Commercial Friendships: Service Provider-Client Relationships in Context. *Journal of Marketing*, Vol.63, 38-56. 22. Price, L. L., E. J. Arnould & P. Tierney. (1994). Going to Extremes: Managing Service Encounters and Assessing Provider Performance. *Journal of Marketing*, Vol.59 (April), 83-97. 23. Price, L. L., E. J. Arnould & S. Deibler. (1995). Service Provider Influence on Consumer's Emotional Responses to Service Encounters. *International Journal of Service Industries Management*, Vol.6, No.3, 34-61. 24. Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty. *European Journal of Marketing*, Vol.27, No.9, pp.19-35. 25. Stephen J. Grove & Raymond P. Fisk. (1983). *The Dramaturgy of Service Exchange: An analytical framework of services marketing*. The American Marketing Association Chicago, IL, 26. Stocker, C. and J. Dunn. (1990). Sibling Relationships in Childhood: Links with Friendships and peer Relationships. *British Journal of Development Psychology*, Vol.8, 227-244. 27. Woodruff, R. B., E. R. Cadotte, and R. L. Jenkins. (1993). "Modeling Consumer Satisfaction Process Using Experience Based Norms," *Journal of Marketing*, Vol.10, Aug., 296-304. 28. Zeithaml, Valarie A., A. Parasuraman, and Leonard L. Berry. (1985). *Problems and Strategies in Services Marketing*. *Journal of Marketing*, vol.49, No.1, 33-46.