

# 資產專屬性與服務品質對閱聽人滿意度及忠誠度影響之研究-以漢聲電台大陸網為例

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## 摘要

廣播電台透過電波將表達意向傳達給聽眾，屬低接觸服務，要做好服務品質並非易事。尤其大陸近年來在思想觀念上已逐漸開放，民眾汲汲於各種新知的探索，電台究竟要強化何種服務品質，才不會讓既有聽眾群流失；要如何利用資產專屬之特性，才能締造更高的滿意度與忠誠度。因此，本研究以過去學者提及有關服務品質、資產專屬的特性，建構出電台服務品質、資產專屬性、信任與閱聽人滿意度和忠誠度之完整模型，並期望能從中找出影響之關鍵因素，以作為電台調整策略時的依據。本研究經由路徑分析結果顯示，各個研究假說皆獲成立，茲將說明如下：一、電台所提供的服務品質與滿意度呈現正相關，代表其電台若能提供一個優質的服務平台，將會提高閱聽人的滿意程度。二、服務品質的良窳會牽動閱聽人之信任度，呈現出正相關，表示電台在服務品質提昇的同時，會加深閱聽人的信任感。三、資產專屬性與閱聽人滿意度呈現正相關，這代表著電台如能在節目的製作上力求多元，在訊號品質上力求清晰穩定，在定位上力求專業，則將會使閱聽人滿意度提昇。四、資產專屬性與閱聽人忠誠度之間呈正相關，表示電台之專屬資產，會影響閱聽人的忠誠度。五、信任與閱聽人滿意度之間呈正相關，表示電台取得閱聽人的信任是建立滿意度的重要因素之一。六、信任與閱聽人忠誠度之間呈正相關，表示閱聽人的高信任度的確會將一般聽眾轉化為忠實聽眾，並且帶來強化口碑等好處。七、閱聽人忠誠度與滿意度之間呈正相關，表示電台要創造高的忠誠度，必須先讓閱聽人有高的滿意度，且滿意的閱聽人會展現出具有更高的推薦收聽及繼續收聽等忠誠行為。

關鍵詞：服務品質；資產專屬性；信任；滿意度；忠誠度

## 目錄

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