

# 動態關係品質模型

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## 摘要

許多關係行銷的文獻中，分析關係品質建立於品質未隨時間而變動的不合理假設基礎上。然而，本研究是以時間為考量，整合服務品質、信任與承諾，所建立的動態關係品質之模型。論文所提出的關係品質發展過程是以時間為基礎之動態模型，而模型的參數是以貝氏方法與狀態空間模型估計而得，並以百貨公司的顧客為樣本，而搜集一年期的縱斷面問卷資料予以驗證。最後由論文中，可以得知在時間的過程中服務品質對信任及承諾的直接影響與對關係品質的間接影響；關係品質在時間的演進變化過程在本文也予以討論。論文中所提出的動態研究，其思考模式可以提供關係行銷研究的另一種新思維。

關鍵詞：動態、關係品質、服務品質、信任、承諾、Dynamic

## 目錄

封面內頁 簽名頁 授權書	iii 中文摘要	iv Abstract	v Acknowledgements	vi	
Contents	viii List of Figures	xii List of Tables	xiii 1. Introduction	01	
relationship marketing	02	1.1.1 The definition of relationship marketing	03	1.1.2 The evolution of relationship marketing	05
1.2 The transformation of marketing paradigm	09	1.2.1 Transactional marketing paradigm	10	1.2.2 Relationship marketing paradigm	10
1.2.3 Shifts in marketing paradigm	11	1.3 Theory of relationship marketing	15	1.3.1 Neo classical theories	15
1.3.2 New behavioral theories	22	1.3.3 Contemporary theory	23	1.4 Research structure	26
1.4.1 Research strategy	26	1.4.2 Logic used in the study	28	1.4.3 Structure of the study	30
2. Literature review	32	2.1 Service quality	33	2.1.1 The nature of service quality	34
2.1.2 The measurement model of service quality	35	2.1.3 The dynamic model of service quality	38	2.2 Trust	39
2.2.1 The nature of trust	40	2.2.2 Defining trust	42	2.2.3 Dimension of trust	44
2.2.4 The evolution of trust	47	2.3 Commitment...	50	2.3.1 Defining commitment	51
2.3.2 Dimension of commitment	54	2.3.3 The evolution of commitment	58	2.4 Relationship quality (RQ)	60
2.4.1 Relationship	60	2.4.2 Relationship quality	62	3. Research proposition	70
3.1 The impact of service quality on trust	72	3.2 The impact of service quality on commitment	75	4. Methodology	79
4.1 Towards the theoretical model	81	4.2 The Bayesian approach to statistics	85	4.2.1 Applied Bayesian theory to estimate the parameters of and	86
4.2.2 Applied state-space model to estimate the parameters of and	90	4.3 Study Design	93	4.3.1 Item generation and refinement	93
4.3.2 Sample	97	4.3.3 Scale development and analysis	99	5. Empirical analysis	107
5.1 Parameters estimation	108	5.2 The empirical results	114	6. Conclusion	117
6.1 Managerial implication	118	6.1.1 The relationship of SQ and trust over time	118	6.1.2 The relationship of SQ and commitment over time	120
6.1.3 Relationship quality evolution cycle	122	6.2 Contribution	135	6.3 Research limitations	137
6.4 Directions of future research	139	References	142	Appendix 1: Mathematics	181
Appendix 2: The programs and outcomes of 10 periods RQ	188	Appendix 3: The output of EViews: Parameter estimation ( )	219	Appendix 4: The output of EViews: Parameter estimation ( )	227

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