

大量客製化能力、物流能力與產品品質對顧客忠誠度之影響：以臺灣醫療製造A公司為例

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摘要

根據內政部統計處資料，1951年，台灣65歲以上的人口只占總人口的2.5%，然而2004年已達到9.5%，正式邁入聯合國世界衛生組織所界定的「高齡化社會」，是故未來台灣在醫療產業相對於其他產業將扮演更重要的角色。經濟情勢瞬息萬變，目前處於供給大於需求的時代，每家廠商面對大陸低價產品競爭，企業無不陷入前所未有之窘境，許多新的生產管理思維因應而生，客製化或全面品質管理就是其中重要的議題。近年來，企業的行銷、服務品質、滿意度等觀點進行的研究多強調建立和維持顧客忠誠度顧客代表企業獲利來源，而忠誠顧客更是企業長期獲利的主因。本研究主要針對大量客製化、物流能力與產品品質，研究其對顧客忠誠度的影響，我們同時交叉分析大量客製化、物流能力與產品品質間的相互關係。研究結果顯示大量客製化對顧客忠誠度於國內市場並沒有顯著的影響，國外市場具有顯著的影響，總體樣本並沒有顯著影響。物流能力對於國內外皆沒有顯著影響。不論國內外，產品品質對顧客忠誠度具有顯著的影響。大量客製化、物流能力與產品品質彼此間具有顯著的相關。企業應將產品品質視為首要課題，先求品質穩定與符合顧客需求，進一步提升企業成為個人化商品的供給者，並透過建立顧客忠誠度，使企業穩定獲利。

關鍵詞：大量客製化能力，物流能力，產品品質，顧客忠誠度

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