

The connection Study of Customer Complains Behavior for Japanese General Merchandise industry, Solve complain, ...

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ABSTRACT

Since 1852 the department store was established in Paris, it has been play a role for the economy window of modern city. Conductors (owner) gradually attract their customers by comfortable environment, fashion products and excellent services; however the customer complaint still will cause the affection for the department store by the ways in direct and indirectly. The motive for this research was because the importance isn't less than the customer satisfactions in positively. The main purpose of the service business is to satisfy the customer's requirements. Furthermore, the quality of service was judged by the customer personal assessment specially each one has different evaluation basis on different demand. It will preserve most unsatisfied customers (approximately 95%) if the customer's complaining has been settled well in effective and properly. Therefore, the store managers had adjusted the gravity of business from "attack strategy – attract new clients" to "defense strategy – hold loyal clients". In the past, the service quality of the department stores of Japan is well-known in the world. In recent years, the department store of Taiwan all boasted Japanese-style services and the Japanese department store is superior to Taiwanese department stores in the concept of consumers. According to the actual conditions in Taiwan, could the theory of Japanese service be into practice in Taiwan? The main purpose of this research is to discuss the relationship about the domestic Japanese-style department store deal with the customer complaint, process way, satisfaction and successive behaviors. We were selected the sampling of respondents from the customer group of Japanese-style department stores as the research targets in three major urban city of Taiwan (Taipei, Taichung & Kaohsiung) by the questionnaire survey. We have issued the questionnaires totally in 600 copies, returned 571 copies back, minus 41 invalid questionnaires and final valid questionnaires are for 530 copies & effectiveness ratio is 92.8%. This research was adopted SPSS and AMOS as the statistics analysis implements. Using the different analysis methods on questionnaires such as Reliability Analysis, Efficient Qualifying, Descriptive statistics, Independent-sample T-test, Single Factor Variety Analysis, Element Analysis and AMOS Routes Analysis. After checking and examination the data analysis carefully, found the conclusions as follows: 1. There is the positive and significant influence between the customer complaint cause and complaint behavior. 2. There is the positive and significant influence between the customer complaint behavior and complaint disposal. 3. There is the positive and significant influence between the customer complaint disposal and satisfaction. 4. There is the positive and significant influence between the customer satisfaction and successive behavior. 5. There is the positive and significant influence between the customer complaint cause and satisfaction. 6. There is the positive and significant influence between the customer complaint behavior and satisfaction. 7. There is the positive and significant influence among the customer complaint cause, complaint behavior, complaint disposal, satisfaction and successive behavior in the different system of department stores.

Keywords : Customer complaint cause(reason), Customer complaint behavior (event), complaint disposal, Customer satisfaction, Customer successive behavior.

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv	英文摘要.....	iv
要.....	vi	誌謝.....	viii	目錄.....	x
目錄.....	xvi	表目錄.....	xvii	第一章 緒論 1.1 研究背景與動機.....	1
1.2 研究目的.....	4	1.3 研究結構與流程.....	5	第二章 文獻探討 2.1 顧客抱怨行為之相關文獻探討.....	8
2.2 抱怨處理方式、消費者滿意與抱怨後行為之相關文獻探討.....	31	2.3 抱怨處理滿意度與購後行為之相關文獻探討.....	41	2.4 顧客後續行為之相關文獻探討.....	56
2.5 百貨業之相關文獻探討.....	61	第三章 研究方法與架構 3.1 研究架構.....	67	3.2 研究之假說.....	68
3.3 研究變數之操作性定義與衡量方式.....	72	3.4 研究設計與前測.....	78	3.5 研究對象與抽樣方法.....	82
3.6 資料分析方法.....	85	第四章 資料分析與實證結果 4.1 變數項目分析.....	110	4.2 因素分析.....	111
4.3 變異數分析.....	116	4.4 卡方檢定.....	129	4.5 迴歸分析.....	132
4.6 結構方程模式分析.....					

析.....	136	4.7 路徑分析.....	148	第五章 結論與建議 5.1 研究結
論.....	156	5.2 研究建議.....	166	5.3 研究限
制.....	168	參考文獻.....	170	1. 中文部
分.....	170	2. 英文部分.....	176	附
錄.....	182			

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