

顧客價值對顧客滿意、顧客忠誠與顧客保留相關之研究：以某美語補習班為例

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摘要

如何創造顧客價值使顧客滿意進而培養顧客對企業或產品產生忠誠度而留住舊顧客，是所有經營市場、扛負業績的經理人想要探究與達成的目標。本研究主要目的在同時檢視關於顧客價值、顧客滿意、顧客忠誠與顧客保留構念間的相互關係，來探討當顧客感受到產品所帶給他的價值時，是否會增加其滿意度，使顧客對產品或企業產生忠誠度，進而留住舊顧客。實證上，本研究以科見美語臺中正校之學生為研究對象，採問卷的方式蒐集樣本，共蒐集241份有效樣本，來驗證各變項間的影響關係，實證結果發現如下：(1) 顧客感受到產品的價值愈高時，滿意度也愈高；(2) 顧客感覺到的滿意度愈高時，顧客的忠誠度也愈高；(3) 當顧客的忠誠度愈高，則顧客保留的情形也將愈高；(4) 顧客滿意度愈高時，顧客保留愈高；(5) 顧客忠誠度與顧客保留呈正相關。本研究欲以學理為立論基礎，建立起補教業檢視業務問題時，可以依據顧客價值、顧客滿意度、顧客忠誠度與顧客保留的衡量指標，逐一檢測找出癥結，並加以改善的方法。

關鍵詞：顧客價值，顧客滿意，顧客忠誠，顧客保留，美語學校，美語補習班，補習班

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