

# 服務品質與顧客滿意:組織形象之中介效應及關係品質之干擾效應:以國軍零附件補給作業為例

廖耿言、陳木榮；蔡翠旭

E-mail: 9607422@mail.dyu.edu.tw

## 摘要

服務品質是決定服務業勝敗的關鍵，服務提供者最重要的考量為顧客滿意。但單靠服務品質的提昇已經不夠，必須還要建立自己的組織形象，且組織的承諾與顧客的信任亦是維持組織與顧客間關係的不二法門。國軍零附件補給作業從作戰部隊受補單位(顧客)提列需求，由補給單位(供應商)依顧客需要滿足需求，即如同民間供應鏈模式的服務觀念，在歷經「精實(進)案」的兵力裁減，後勤補給人力已不如從前，如何提供更優質的服務為當前刻不容緩的課題。本研究期從服務品質、組織形象、關係品質及顧客滿意間關聯性的探討，以提昇國軍零附件補給作業成效，有效維持國防戰力，經實證結果，發現服務品質越好，顧客滿意越高；以組織形象為中介變數，其機構、功能及產品形象對服務品質與顧客滿意的相關性均具有部份中介效應；以關係品質為干擾變數，因近年來國軍補給政策及資訊系統變革，其信任及承諾對服務品質與顧客滿意的相關性已不具有干擾效應。

關鍵詞：服務品質(service quality)；組織形象(organizational image)；關係品質(relationship quality)；顧客滿意(customer satisfaction)

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