

公關溝通策略對關係品質之研究:以公關關係策略為干擾變數

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摘要

本研究目的主要是驗證公關公司人員運用不同的公關策略(溝通策略與關係策略),是否會對公關人員與其客戶的關係品質造成影響,進而影響到客戶對公關公司的忠誠度。本研究以問卷調查的方式針對商業週刊(第911期)所列國內服務業1000大為母體,以設有公關部門或具公關職能單位,並將公關活動委外給公關公司人員來策劃、執行的企業人員為研究對象進行資料收集,共回收有效問卷118份,回收率為38.1%。依相關文獻探討,本研究自變項為公關策略,包含溝通策略與關係策略二構面;中介變項為關係品質,包含顧客滿意、關係承諾、信任三構面;依變項為客戶忠誠度。資料分析方法採用信效度檢定、差異檢定、相關分析、迴歸分析以及階層迴歸分析分別驗證本研究理論架構所提出之假說。研究結果發現,公關人員運用專業知識、互動強度、合作意願及人情平行往來等策略會影響其與客戶之關係品質。且關係品質在專業知識、互動強度及人情平行往來等策略與客戶忠誠度之間具有中介效果。此外,人情操縱策略在「專業知識對關係品質之影響」以及「合作意願對關係品質之影響」中,具有干擾效果。

關鍵詞:公關策略;溝通策略;關係策略;關係品質

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