

Impact of Trust, Communication, Organizational Distance on Partnership Performance-A Case Study of Chain Store...

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ABSTRACT

It is very important that whether the franchisees feel satisfy about their partner relationship with franchisor or not. That feeling will affect the operation of the chain of franchise. This research will try to find the how the three factors: trust, communication and organization distance that affect the partnership. This research used the SEM to test the model and was conducted by the questionnaire survey method. This survey is targeted at the franchise in food and beverage franchise system in Taiwan. The main content of the questionnaire survey included trust, communication, organization distance, partner relationship and basic background. SPSS 10.0 and LISREL 8.30 were used to process and analyze the gathered data. This research adapts structure equation to analyze data model, and also uses questionnaire to analyze in reality, sample mainly in Taiwan franchise industry; questionnaire includes the credibility from franchisees to franchisers, communication extent, organization distance, partnership operation satisfactions and basic sample data, food industry category. Predict the relationship among those item mention above from this questionnaire. The major findings are that trust, communization would affect the partnership but the model can't be explained perfectly. Those dates can be the index to the franchiser and they can improve the management system by reading those dates. Then the franchise system will be more successful.

Keywords : organization distance ; communication ; trust ; partnership performance ; food and beverage franchise system

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vii 表目錄		ix 圖目錄	
x 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究動機	3	第三節 研究目的	3
3 第四節 研究流程	4	第二章 文獻探討	4
5 第一節 連鎖加盟業	5	第二節 策略聯盟	5
9 第三節 夥伴關係	11	第四節 組織距離	11
12 第五節 信任	12	第六節 溝通	12
15 第七節 夥伴關係績效	16	第三章 研究方法	20
20 第一節 研究架構	20	第二節 研究假設	21
21 第三節 研究變數之定義與衡量	23	第四節 研究設計	25
25 第五節 資料分析方法	26	第四章 結果分析與討論	30
30 第一節 受訪者基本資料分析	30	第二節 信度與效度分析	34
34 第三節 研究假設之驗證	35	第五章 討論與結論	44
44 第一節 研究結論	44	第二節 研究限制	46
46 第三節 研究建議	47	參考文獻	47
47 附錄 研究問卷	48		59

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