

台灣不動產服務業知覺認知與顧客滿意度因果關係實證研究

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摘要

當顧客體驗知覺會影響最終評價時，顧客滿意將成為企業獲利的競爭利器，服務品質是最常被用來研究顧客滿意度，然而不動產價值不菲，交易過程涉及專業法令，在資訊不對稱下最容易誘發不法，徒增訟源及社會成本。在以客為尊的服務潮流下，業者藉由道德紀律的落實，取得顧客信賴，以達成差異化服務，是獲得滿意的顧客及企業長存之關鍵。因此，發展一個符合行業別及擁有制約性的顧客滿意模式，依所得結果提出相關的應用與管理意涵，對業者、消費者乃至於國家社會都有預期的貢獻。本研究依相關文獻直接、間接的引用，提出「顧客滿意度」之前因變數為「服務品質」、「職業道德」、「顧客價值」等知覺認知構面，研究範圍依我國國情包含地政士及不動產經紀人，以曾經接受業者服務之問卷為有效樣本，運用線性結構關係模式(LISREL)之統計方法，驗證各構面間之因果關係，並對模式進行配適度檢驗。研究結果發現：(1)在直接效果部分：職業道德對顧客滿意度之因果關係並未獲得顯著性支持；而服務品質對顧客滿意度有顯著的正向影響；(2)在間接效果部分：職業道德及服務品質透過顧客價值對顧客滿意度都有顯著的正向影響。

關鍵詞：職業道德；服務品質；顧客價值；顧客滿意度

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