

影響關係行銷合作因素之實證研究

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摘要

近年來，全球化的趨勢與高度的環境變化，使企業面臨前所未有的挑戰，這種種均讓企業意識到再也無法透過單打獨鬥維持其競爭優勢，為了求得時效與降低風險、生存與發展，企業必須與上下游廠商緊密的整合，以因應環境的快速變化，維持公司持久性競爭優勢。本研究利用關係行銷之觀點探討台灣汽車零組件產業廠商間合作之因素。本研究先以SPSS統計軟體進行基本資料分析，以LISREL統計軟體進行衡量模式的驗證，再進行結構模式的驗證，共寄出500份問卷，回收107份，回收率21.4% (107/500)。研究結果顯示，影響廠商間合作關係之因素以廠商所建立的信任與關係承諾最為重要；而共享價值觀將會透過中介變數信任對關係承諾有正向的影響關係。溝通將會透過中介變數信任與關係承諾對合作有正向的影響關係。此外，關係利益與專屬性投資對合作並不顯著。研究最後根據實證之結果,提出結論與管理意涵。

關鍵詞：關係行銷；專屬性投資；汽車零組件

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