

# 台灣地區國際知名品牌手機使用者顧客滿意度、後悔度及轉換障礙對轉換行為影響之研究

李進益、高立箴

E-mail: 9608064@mail.dyu.edu.tw

## 摘要

各大手機製造廠商競相投入資源從事產品創新，提供消費者更多新樣式、新功能屬性手機，如數位影音、藍芽傳輸、衛星導航GPS及PDA功能等等與以往完全不同的選擇；除增加產品特色提升競爭優勢外，也創造新舊機型世代交替的3C潮流，企圖引領消費者將原本耐久財屬性的手機轉化成消費性電子產品。研究結果及建議：1.「手機設計」對顧客滿意度及後悔度均具顯著影響，「顧客支援」次之；建議手機生產廠商應投注較大比重資源從事手機功能設計及提供消費者更好的支援活動以快速有效領先競爭廠商服務品質進而提升顧客滿意度並降低後悔度；2.手機生產廠商可以透過轉換成本建置以增加消費者的轉換障礙，降低消費者的轉換意願進而減少顧客流失；3.轉換障礙對轉換意願不具顯著性影響，本研究認為可能是樣本數太少，也可能是問項的設計不夠周延所致；4.轉換意願愈高，消費者愈傾向採取轉換行動；手機生產廠商除強化核心競爭優勢、建構有效轉換障礙外並應提供實質的服務補救以消弭轉換意願。

關鍵詞：顧客滿意度、後悔度、轉換成本、轉換障礙、轉換意願、轉換行為

## 目錄

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	vi
vii 表目錄		ix 圖目錄	ix
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題與目的	2	第三節 研究重要性	2
3 第四節 研究範圍與流程	4	第二章 文獻探討	4
6 第一節 行動電話產業概況	6	第二節 服務品質	6
7 第三節 顧客滿意度	8	第四節 顧客後悔度	8
10 第五節 轉換成本	11	第六節 轉換障礙	11
11 第七節 轉換意願	12	第八節 轉換行為	12
15 第三章 研究方法	18	第一節 研究架構	18
18 第二節 研究假設及推論	19	第二節 變數的操作型定義及衡量	23
23 第四節 問卷設計與預試	27	第五節 分析方法	30
30 第四章 研究結果與分析	32	第一節 敘述性統計分析	32
32 第二節 相關分析	38	第二節 路徑分析	40
40 第四節 變異數分析	44	第五章 結論與建議	46
44 第一節 研究結論	46	第二節 管理意涵及建議	51
51 第三節 實務意涵	53	第四節 研究限制與未來研究建議	53
53 參考文獻	55	附錄A	67
67 附錄B	70	表目錄 表 2-1 行動電話用戶數	6
6 表 2-2 臺閩地區2G行動電話業務概況按公司分	7	表 3-1 變數的構念定義	23
23 表 3-2 變數操作型定義	24	表 3-3 服務品質衡量構面及問項	25
25 表 3-4 轉換成本衡量問項	26	表 3-5 顧客滿意度、後悔度、轉換障礙等衡量構面及問項	27
27 表 3-6 研究問卷設計主要構面之衡量表	28	表 3-7 受訪者訪問地區分佈	30
30 表 4-1 有效問卷樣本結構分析	33	表 4-2 前四大手機品牌與GSM系統業者用戶人數比	34
34 表 4-3 四大品牌各衡量構面?述性統計表	36	表 4-4 各評量構面的信度分析	37
37 表 4-5 顧客滿意度路徑分析之路徑係數	41	表 4-6 顧客後悔度路徑分析之路徑係數	41
41 表 4-7 轉換障礙路徑分析之路徑係數	42	表 4-8 轉換意願路徑分析之路徑係數	43
43 表 4-9 轉換行為路徑分析之路徑係數	43	表 4-10 理論模式之路徑分析結果	44
44 表 4-11 變異數分析表	45		

表 4- 12 Scheffe 多重檢定結果 . . . . .	45	圖目錄 圖 1- 1 研究流程圖 . . . . .	
. . . . . 5		圖 2- 1 服務業顧客轉換行為模型 . . . . .	17
. . . . . 19		圖 3- 1 研究架構圖 . . . . .	
. . . . .		圖 4- 1 相關分析 . . . . .	39

## 參考文獻

- 一、中文部份 Carl Shapiro & Hal R. Varian (1999), 資訊經營法則(張美惠譯), 時報出版。中國時報(2006), [線上資料], 來源: <http://tw.stock.yahoo.com/xp/20060822/50/8085038453.html>[2006,December 13] 內政部統計年報(2006), [線上資料], 來源: <http://www.moi.gov.tw/stat/> 交通部電信總局(2004), [線上資料], 來源: <http://www.motc.gov.tw> 20040702213513\_9212-1.WDL 江支璋(2004), 顧客滿意度、服務價值與關係行銷之研究 - 以手機通訊服務業為例, 明新學報, 30。吳幸容(2000), 行動電話消費者滿意度之研究, 長榮管理學院經營管理研究所碩士論文。吳錦松(2005), 考慮競爭者行銷組合策略下顧客滿意度和忠誠度間連結利影響之研究 - 以行動電話門號業者為例, 致理學報, 20。李正文(2006), 服務品質、顧客知覺與忠誠度間之關係探討 - 以行動通訊系統業者為例, JSC顧客滿意學刊, 1(1)。李佳璋(1995), 消費者滿意度模型之探討 - 以汽車產業實證, 國立台灣大學國際企業研究所碩士論文。李冠佑(2005), 線上遊戲沉浸玩家的轉換行為研究, 教學科技與媒體。林廷軒(2003), 消費者特性、轉換成本與顧客滿意度對品牌轉換行為之研究 - 以台灣3C連鎖零售通路體系為例, 長榮大學經營管理研究所碩士論文。林宗延(2005), 行動電話服務轉換障礙對轉換意願之影響 - 以大台北地區為例, 銘傳大學管理研究所碩士論文。林宜錚(2001), 顧客轉換因素之探討 - 以行動電話門號業者為例, 國立成功大學交通管理研究所碩士論文。林怡貝(2006), 顧客滿意度與轉換障礙對顧客忠誠度之研究 - 以行動電信門號系統業者為例, 國立台北大學合作經濟學系研究所碩士論文。林威廷(2002), 消費者轉換意向與行為之研究 - 以行動電話門號業者為例, 長榮管理學院經營管理研究所碩士論文。范國恩(2003), 行動電話服務市場之轉換用戶市場區隔研究 - 以台北市地區為例, 國立成功大學電信管理研究所碩士論文。陳棋斌(2002), 消費者之產品品質認知對顧客滿意度及品牌忠誠度之影響 - 以台北市隱形眼鏡藥水市場為例, 大同大學事業經營研究所碩士論文。陸海文, 楊惠媚, 陳依敏(2005), 行動通訊服務業顧客滿意度與顧客忠誠度之研究, 崑山科技大學企業管理研究所碩士論文。黃宗基(2004), 行動電話手機品牌忠誠度之研究, 淡江大學管理科學研究所碩士論文。溫禮華(1997), 服務品質與顧客滿意度之探討 - 以商業銀行為例, 元智工學院管理研究所碩士論文。歐育青(2005), 多人線上遊戲產品服務轉換因素與消費者轉換行為關係之研究 - 以兩岸玩家為例, 大葉大學國際企業管理學系碩士論文。鄭士蘋, 高惟馨, 謝文雀, 胡同來(2004), 行動電話服務業服務品質、產品價格與轉換成本對顧客轉換意願之研究, 臺北科技大學學報, 37-2。賴志郎(2003), 消費者服務轉換過程選擇模式之研究 - 以美髮業為例, 國立高雄第一科技大學行銷與流通管理系碩士論文。
- 二、英文部分 Abod, A. K., I. Hishamuddin, & T. Venu (2002). What Drive Customer Loyalty and Analysis from the Telcommunications Industry, *Journal of Targeting, Measurement and Analysis for Marketing*, 34-44. Andreasen A. R., (1977). Consumer Complain-dose Business Respond. *Harvard Business Review*. 55(4), 93-101. Anderson, E. W. & M. W. Sullivan (1993), The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science*, 12(20), 125-143. Anderson, W. Erin (1994). Cross-Category Variation in Customer Satisfaction and Retention, *Marketing Letters*, 19-30. Ajzen, I. & M. Fishbein (1980). *Understanding Attitudes and Predicting Social Behavior*. NJ: Prentice-Hall. Athanassopoulos, A. D. (2000). Customer Satisfaction Cues to Support Market Segmentation and Explain Switching Behavior, *Journal of Business Research*, 47(3), 191-207 Bearden, W. & Teel, E. T. (1983). Selected Determinants of Consumer Satisfaction and Complaints Reports. *Journal of Marketing Research*. 20, 21-28. Benshid, F., & Elshennawy, A. K. (1990). Definition Service Quality Is Difficult For Service And Manufacturing Firm. *Industrial Engineering*. 21, 65-67. Bolton, R. N., Kannan, P. K., & Matthew D.B. (2000). Implications of Loyalty Program Membership and Service Experience for Customer Retention and Value, *Journal of the Academy of Marketing Science*, 28(1), 95-108. Burnham, T. A., J. K. Frels, & V. Mahajan (2003). Consumer Switching Costs: A Typology, Antecedents, and Consequences, *Journal of the Academy Marketing Science*, 109-206. Churchill, G. A. & C. F. Surperenant (1982, November). An Investigation into the Determinations of Customer Satisfaction. *Journal of Marketing Research*, 5, 491-504. Churchill, J., A. Gilbert, & J. P. Peter (1984). Research Design Effect on the Reliability of Rating Scales A Meta-Analysis, *Journal of Marketing Research*, 360-375. Cronroos, C. (1989). Defining Marketing a Marketing-oriented Approach, *European journal of Marketing*, 52-60. Crosby, P. B. (1979). *Quality Is Free: The Art of Making Quality Certain*. New York, Mc-Graw-Hill. Dick, A. S., & K. Basu (1994). Customer Loyalty Toward an Integrated Conceptual Framework, *Journal of the Academy of Marketing Scienc*, 99-113. Earl, Peter E. & Simon Kemp (1999). *The Elgar Companion to Consumer Research and Economic Psychology*. Edward Elgar Publishing, Cheltenham, UK. Engel, James F., Roger, D. Blockwell & Paul W. Mininard (1993). *Consumer Behavior*, 7th., Orlando Florida: Dryden Press. Festinger Leon, (1957). *A Theory of Cognitive Dissonances*. Stanford University Press, Stanford, CA. Fornell, Claes (1992). A National Customer Satisfaction Barometer the Swedish Experience, *Journal of Marketing*, 6-21, 56. Ganesh, Jaishankar, Mark J. Arnold & Kristy E. Reynolds, (2000). Under standing the Customer Base of Service Providers: An Examination of the Differences Between Switchers and Stayers, *Journal of Marketing*. 64(3), 65-87. Gerpott, T., W. Rams, & A.Schindler (2001). Customer Retention, Loyalty, and Satisfaction in the German Mobile Cellular Telecommunications Market, *Telecommunication Policy*, 49-269. Gravin. D. A. (1983). Quality on the Line. *Harvard business Review*, 61(9), 65-73. Gremler, D. D. (1995). The Effect of Satisfaction, Switching Costs, and Interpersonal Bonds on Service Loyalty, Unpublished dissertation, Arizona State University. Gwiner, K. P., D. D. Gremler, & M. J. Bitner (1998). Relational Benefits in Service Industries the Customer ' s Perspective, *Journal of the Academy of Marketing Science*, 101-114. Hempel, D. J., (1977). Consumer Satisfaction with the Home Buying Process: Conceptualization and Measurement. in H. Keith Hunt (ed.) *The Conceptualization of Consumer Satisfaction and Dissatisfaction*. Cambridge, Mass: Marketing Science Institute. Hunt, H. K. (1977). CS/D-Overview and Future

Research Directions. Conceptualization and Measurement of Customer Satisfaction and Dissatisfaction. MA: Marketing Science Institute, 459-460.

Inman, Jeffrey J., James S. Dyer & Jianmin Jia, (1997). A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation, *Marketing Science*, 16(2), 97-111.

Jones, Michael A. David L. Mothersbaugh & Sharon E. Betty, (2000). Switching Barriers and Repurchase Intentions in Service, *Journal of Retailing*, 76, 259-274.

Kahn, B. E. (1995). Consumer variety-seeking among goods and services. *Journal of Retailing and Consumer Services*, 2(3), 139-148

Keaveney Susan M., (1995). Customer Switching Behavior in Service Industries: All Exploratory Study. *Journal of Marketing*. 59(2), 71-82.

Keaveney Susan M (2001); Customer Switching Behavior in Online Service: An Exploratory of the Role of Selected Attitudinal, Behavioral, and Demographic Fctors, *Academy of Marketing Science. Journal*; 29(4);

ABI/INFORM Global 374

Kim, H. (2000). The Churn Analysis and Determinants of Customer Loyalty in Korean Mobile Phone, *Korean Information Society Review*, 1-18.

Kim , Park & Jeong (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services, *Telecommunications Policy* 28, 145-159.

Kotler P., (1991). *Marketing Management: Analysis Planning: Implementation and Control*. (7th ed.). New Jersey: Prentice-Hall Inc., 20.

Kotler P., (2000). *Marketing Management: Analysis, Planning, Implementation and control*. (9th ed.). Prentice-Hall.

Kotler P., (2000). *Marketing Management: Identifying Market Segments and Selecting Target Markets*. Prentice Hall, 256-274.

Labarbera, P. A., & David M., (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process, *Journal of Marketing Research*, 20, 393-404.

Lee, J., J. Lee, & L. Freick (2001). The Impact of Switching Costs on the Customer Satisfaction-Loyalty Link Mobile-Phone Service in France, *Journal of Services Marketing*, 35-48.

Lele, M., & Sheth , J., (1987). *The customeriskey*, Wiley Books, New York.

Madden, Gary, Scott J. Savage & Grant Coble-Neal (1999). Subscriber Churn in the Australian ISP Market, *Information Economics and Police*, 11, 195-207.

Miller J. A. (1977). Studying Satisfaction: Modifying Models, Eliciting Expectations, Posing Problems, and Making Meaningful Measurements. in Hunt, H. Keith (ed.). *The Conceptualization of Consumer Satisfaction and Dissatisfaction*. Cambridge, Mass.

Moon-Koo Kim, Myeong-Cheol Park, Dong-Heon Jeong (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services, *Telecommunications Policy*, 28, 145-159.

Muller, W. (1991, June). Gaining Competitive Advantage through Customer Satisfaction. *European Management Journal*, 201-221.

Nilssen, Tore (1992). Two Kinds of Consumer Switching Costs, *The Rand Journal of Economics*, 23(4), 579-589.

Oliver, R. I., (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, *Journal of Marketing Research*. 17(6), 460-469.

Oliver, R. I., (1981). What is Customer Satisfaction. *Wharton Magazine*. 5, 36-41.

Parasuraman, A., Zeithaml, V. A., & Berry L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research, *Journal of Marketing*, 49, 41-50.

Parasuraman, A., Zeithaml, V. A., & Leonard L. B. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60, 31-46.

Porter, M. E. (1980). *Competitive Strategy*, New York Free Press.

Raju. P. S (1984). Extloratory Brand Switching: An Empirical Examination of Its Determinants, *Journal of Economic Psychology*, 5, 202-221.

Reichheld, F., Sasser Jr, W. E. (1990). Zero defections: quality comes to services, *Harvard Business Review*, 68, 105-111.

Rust, R. T., & Zahorik, A. J. (1993). Customer Satisfaction, Customer Retention and Market Share, *Journal of Retailing*, 69(2), 193-215.

Solomon, (1991). M. R., *Consumer Behavior : Buying , Having, and Being*, Boston: Allyn and Bacon.

Spreng, R. A. & R. M. Olshavsky, (1993). A Desires Congruence Model of Consumer Satisfaction. *Journal of the Academy of Marketing Sciences*, 21(3), 167-177.

Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer Loyalty in e-Cornnrnce: an exploration of its antecedents and conseqllences. *Journal of Retailing*, 78, 41-51.

Tsiros, Michael & Vikas Mittal (2000, Mar). Regret: A model of Its Antecedents and a Consequences in Consumer Decision Making. *Journal of Consumer Research*, 26, 401- 417.

Westbrook, R. A. (1980). Intrapersonal Affective Influences on Consumer Satisfaction with Products. *Journal of Consumer Research*, 7, 49-54.

Westbrook, R. A. & R. L. Oliver, (1991, June). The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *Journal of Consumer Research*. 18, 84-91.

Woodside, Arch G., Lisa L. Frey & Robert Timothy Daly, (1989). Linking Service Quality, Customer Satisfaction and Behavioral Intention. *Journal of Health Care Marketing*, 9.

Zeithamal, V. A., & M. J. Bitner (1996). *Services marketing*. New York McGraw-Hill.

Zeithaml, V. A., L. L. Berry, & A. Parasuraman (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 31-46.