

消費體驗與顧客滿意：知覺價值之中介效應及轉換障礙之干擾效應

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摘要

隨著經濟的成長與國人消費能力的提昇，喝咖啡已成為到處可見的消費行為，咖啡店到處林立的現象，而體驗行銷時代的來臨，消費者對於咖啡店的需求已從重視產品與服務，提昇對咖啡店所塑造的體驗、情境。過去有許多研究發現服務品質、品牌形象、體驗行銷，都是影響顧客滿意度很重要的變數然而當管理者企圖用這些研究結果來做實務上的應用，改進服務品質、改善品牌形象、提昇消費體驗時仍不夠完善，如消費者對產品的已經很不滿意了，但是卻還是會繼續使用該產品，故本研究以正在咖啡店消費的顧客為研究對象，利用便利抽樣進行問卷調查，來探討消費體驗、顧客滿意、知覺價值及轉換障礙等四個變數的關聯性。研究結果發現如下：1.咖啡店消費者的消費體驗對顧客滿意有顯著的影響。2.咖啡店消費者的知覺價值，在消費體驗與顧客滿意間，具有顯著的中介效應。3.咖啡店消費者的轉換障礙，在消費體驗與顧客滿意間，具有顯著的干擾效應。

關鍵詞：消費體驗；顧客滿意；知覺價值；轉換障礙

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