

Experiential Marketing and Customer Satisfaction: The Mediation Effect of Perceived Value and Moderation Effect of ...

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ABSTRACT

Following economic growth and increasing of ability of consuming for Taiwan people, drinking coffee is a common consumption behavior and we can see various coffee stores appear one by one everywhere. As experiential marketing age comes, consumption think highly of the products and the service from coffee stores upon to the experience and services made from the brand of coffee stores. There were many researches to find the service quality, brand image, experiential marketing, all is influenced the very important variable of the customer satisfaction. But when the governor attempts to use these research to do the application on the actual situation as a result, that is improve a service quality, improve brand image and promote consume to experience personally seem to be still not enough perfect. Therefore, the research to study the relationship between experiential marketing, customer satisfaction, perceived value, switching barrier. The consequence of research follows: 1.The experiential marketing of cafe consumer has notable influence to the customer satisfaction. 2.The perceived value of cafe consumer has medium effect of experiential marketing and customer satisfaction. 3.The switching barrier of cafe consumer has Moderating effect of experiential marketing and customer satisfaction.

Keywords : experiential marketing ; customer satisfaction ; perceived value ; switching barrier

Table of Contents

中文摘要	iii	英文摘要	iii
iv 誌謝辭		vi 內容目錄	
vii 表目錄		ix 圖目錄	
xi 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
4 第四節 研究範圍	5	第五節 研究	5
5 第二章 文獻探討	6	第一節	6
6 咖啡店之分類與經營型態	6	第二節 消費體驗	15
23 第三節 知覺價值	23	第四節 轉換障礙	15
26 第五節 顧客滿意度	32	第六節 各構面間關係	15
33 第三章 研究方法	37	第一節 研究架構	37
37 第二節 研究假說	38	第三節 研究變數與操	37
38 第四節 問卷設計	50	第五節 資料	38
51 第四章 資料分析與實證結果	54	第一節	51
54 樣本資料之敘述性分析	54	第二節 信效度分析	57
60 第三節 敘述性統計分析	60	第四節 相關係數分析	57
69 第五節 層級迴歸分析	70	第五章 結論與建議	69
75 第一節 研究結論與討論	75	第一節 研究限制	75
77 第三節 後續研究建議	78	參考文獻	77
79 附錄 研究問卷	95		79

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