

不同國籍消費者對服務人員滿意度與展現友好行為關係之研究

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摘要

經濟環境的日漸改善與台北都會區不斷國際化，大眾運輸系統快速發展，如何使消費者對服務人員的滿意之前置關係成了服務重要經營方針。所以探討東方國籍與西方國籍消費者對於服務人員所提供服務滿意度，是來自於服務人員與消費者建立良好之消費者關係與服務行銷，而消費者所展現之消費者友好行為，是由滿意度所創造出來的。本研究問題是在探討消費者對服務人員的友善度及可信度變數，以前的研究發現對公司產生有益的影響並且也促進消費者展現友好行為的程度。探討服務人員的友善、可信和滿意度與消費者之間的關係滿意度，來歸納提出增加消費者友好行為之展現。以台北大眾捷運系統消費者為樣本做檢測。

關鍵詞：展現友好行為；消費者滿意度；友善度；可信度

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