

跨國航空公司顧客滿意度、抱怨處理與顧客忠誠度關係之研究

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摘要

本研究利用Fornell et al., (1996)的ACSI模式探討顧客滿意度、抱怨處理與顧客忠誠度之關係，研究對象主要以搭乘中華國際航空公司之旅客為主，於桃園與小港國際機場進行問卷發放，問卷針對歐(澳)洲線、亞洲線與美洲線等國際航線旅客，總計發放600份，回收問卷計550份，刪除填答不完全及無效問卷77份之後，總計有效問卷計473份，有效問卷回收率為78.83%。研究結果發現，(1)顧客滿意度之機上服務、櫃檯服務與訂位服務對顧客抱怨行為有負向顯著影響；(2)顧客滿意度之機上服務、行李服務、櫃檯服務、人員態度與作業效率與報章與餐點服務對顧客忠誠度有正向顯著影響；(3)顧客抱怨對顧客忠誠度有負向顯著影響；(4)抱怨處理對於顧客抱怨與顧客忠誠度之間存在干擾影響作用。

關鍵詞：顧客滿意度；抱怨行為；抱怨處理；顧客忠誠度

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