

外商量販店之商店形象、服務品質、顧客價值與顧客忠誠度相關性之研究：以C量販為例

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摘要

量販店為連鎖零售業之一種型態，主要的市場功能為提供一個品項齊全、一次購足、物超所值、便利舒適的購物場所。本研究以外商量販店好市多(Costco)為對象，研究之目的在於探討量販店的商店形象、服務品質對顧客價值與顧客忠誠度之相關性影響。希冀能提供量販店業者在進行商店形象、提升服務品質、增進顧客價值與瞭解顧客忠誠度之參考。本研究利用便利抽樣方式進行問卷調查，以SPSS統計視窗軟體作為統計分析的工具，針對樣本資料運用信度分析、效度分析、樣本結構分析、描述性分析、變異數分析、Pearson相關分析、迴歸分析與層級迴歸分析等統計方法進行分析檢定。研究結果發現：1.商店形象對顧客價值與顧客忠誠度皆有正向顯著影響。2.服務品質對顧客價值與顧客忠誠度皆有正向顯著影響。3.顧客價值對顧客忠誠度有正向顯著影響。4.顧客價值在商店形象、服務品質與顧客忠誠度之間具中介效果。綜合上述結論，建議量販店業者提升商店形象及提供全面整體化服務品質，共創顧客價值，以增進顧客忠誠度。

關鍵詞：量販店，商店形象，服務品質，顧客價值，顧客忠誠

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