

消費者抱怨意圖、廠商服務補救、抱怨處理後滿意度與抱怨後行為之關聯性研究:以日系汽車原廠服務廠為例

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摘要

由於消費者抱怨對於業者具有直接性及間接性的影響，其重要性不亞於滿意度等正向口碑，因而引發本研究的動機。研究對象為曾經或現在駕駛日系汽車車主，共發出360份問卷，回收328份，總計回收有效問卷301份，有效樣本率91.8%。本研究是採用SPSS、AMOS等作業軟體作為統計分析工具，針對樣本資料做信度、效度、敘述性統計、樣本檢定、變異數分析、AMOS路徑分析。本研究的目的是在期待透過汽車原廠服務廠顧客抱怨原因之實證分析，探討消費者抱怨意圖與廠商服務補救的關係、廠商服務補救與抱怨處理後滿意度的關係、消費者抱怨意圖與抱怨處理後滿意度的關係、抱怨處理後滿意度與抱怨後行為的關係、消費者抱怨意圖與抱怨後行為的關係、廠商服務補救與抱怨後行為的關係及不同體系的汽車原廠服務廠其在消費者抱怨意圖、廠商服務補救、顧客滿意度、顧客後續行為之間關係。

關鍵詞：消費者抱怨意圖，廠商服務補救，抱怨處理後滿意度(satisfaction)，抱怨後行為(post-complaining behavior)

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