

# A Study of the Relationship among Consumer Complaint Intentions, Manufacturer Service Recovery, Post- Complaining ...

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## ABSTRACT

However the customer complaint still will cause the affection for the department store by the ways in direct and indirectly. The motive for this research was because the importance isn't less than the customer satisfactions in positively. We were selected the sampling of respondents from the customer group of Japanese-style department stores as the research targets in three major urban city of Taiwan by the questionnaire survey. We have issued the questionnaires totally in 360copies, returned 328copies back, final valid questionnaires are for 301copies and effectiveness ratio is 91.8%. This research was adopted SPSS and AMOS as the statistics analysis implements. Using the different analysis methods on questionnaires such as Reliability Analysis, Efficient Qualifying, Descriptive statistics, Independent-sample T-test, Single Factor Variety Analysis and AMOS Routes Analysis. After checking and examination the data analysis carefully, found the conclusions as follows: There is the positive and significant influence between the consumer complaint intention and manufacturer service recovery; There is the positive and significant influence between the manufacturer service recovery and post-complaining satisfaction; There is the positive and significant influence between the consumer complaint intention and post-complaining satisfaction; There is the positive and significant influence between the post-complaining satisfaction and post-complaining behavior; There is the positive and significant influence between the consumer complaint intention and post-complaining behavior; There is the positive and significant influence between the manufacturer service recovery and post-complaining behavior; There is the positive and significant influence among the manufacturer service recovery, post-complaining satisfaction and behavior.

Keywords : consumer complaint intentions, manufacturer service recovery, post-complaining satisfaction and post-complaining behavior.

## Table of Contents

內容目錄 中文摘要 . . . . .	iii	英文摘要 . . . . .	iv	誌謝辭 . . . . .	vi
. . . . .	vi	內容目錄 . . . . .	vii	表目錄 . . . . .	vii
. . . . .	ix	圖目錄 . . . . .	xii	第一章緒論 . . . . .	xii
. . . . .	1	第一節研究動機 . . . . .	1	第二節研究目的 . . . . .	1
. . . . .	3	第三節研究結構 . . . . .	4	第四節研究流程 . . . . .	5
探討 . . . . .	7	第一節消費者抱怨意圖文獻探討 . . . . .	7	第二節廠商服務補救文獻探討 . . . . .	20
. . . . .	20	第三節抱怨處理後滿意度文獻探討 . . . . .	29	第四節抱怨後行為文獻探討 . . . . .	35
. . . . .	35	第三章研究方法與架構 . . . . .	41	第一節研究架構 . . . . .	41
第二節研究之假說 . . . . .	42	第三節研究變數之操作性定義與衡量方式 . . . . .	44	第四節研究設計 . . . . .	48
. . . . .	48	第四章資料分析與實證研究 . . . . .	57	第一節敘述性統計分析 . . . . .	57
. . . . .	57	第二節獨立樣本t 檢定分析 . . . . .	62	第三節One-Way ANOVA 分析 . . . . .	63
. . . . .	63	第四節各構面間之皮爾森相關性分析 . . . . .	68	第五節迴歸分析 . . . . .	72
第六節結構方程模式分析(structural equation modeling, SEM) . . . . .	83	第五章結論與建議 . . . . .	96	第一節研究結論 . . . . .	96
. . . . .	96	第二節研究限制 . . . . .	100	第三節未來研究之建議 . . . . .	101
. . . . .	100	參考文獻 . . . . .	102	附錄研究問卷 . . . . .	119

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