

大陸公關公司與客戶關係品質之研究

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摘要

本研究目的在於驗證公關公司人員運用不同的公關策略(溝通策略與關係策略)，是否會對公關公司人員與其客戶的關係品質造成影響，進而影響到客戶對公關公司之忠誠度。本研究以將公關活動委外給公關公司來策劃、執行的中國企業為研究對象，採用滾雪球方式發放問卷，共回收有效問卷152份。統計結果發現，溝通策略與關係策略均對關係品質有顯著影響，且關係品質在溝通策略與忠誠度之間及人際平行往來策略與忠誠度之間具有中介效果。

關鍵詞：公關策略；溝通策略；關係策略；關係品質；忠誠度；公關公司

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