

顧客知覺價值、顧客滿意與顧客忠誠關係之實證研究：以連鎖餐廳為例

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摘要

許多的行銷管理研究實證顧客忠誠將為企業帶來許多的利潤。近年來，大部分的研究是從顧客的「利益」的概念討論服務品質、顧客滿意和顧客忠誠的關係，但是，行銷研究者建議也應該將顧客的「犧牲」的概念，也就是「價格」因素加進去。因此，從顧客的「利益」與「犧牲」觀點做比較而產生的「顧客知覺價值」成為創造顧客忠誠的重要因素。在國外的行銷管理文獻中，顧客知覺價值和顧客忠誠的關係已被廣泛的討論，但在國內的文獻中仍未被熱烈的討論。本研究的目的是從連鎖餐廳的顧客探討顧客知覺價值、顧客滿意、顧客忠誠之間的關係，所獲得的結論如下：(一)顧客知覺價值正向顯著的影響顧客滿意。(二)顧客知覺價值正向顯著的影響顧客忠誠。(三)顧客滿意正向顯著的影響顧客忠誠。這些結論在顧客關係管理的實務中運用，就是將顧客知覺價值當成是改善顧客滿意與顧客忠誠的方法。

關鍵詞：顧客價值 (customers perceived value)，顧客滿意 (customers satisfaction)，顧客忠誠 (customers loyalty)，連鎖餐廳 (chain restaurants)

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