

# 知覺風險、顧客抱怨行為與服務補救後滿意度關係之研究：以顧客對國際快遞業之反應為例

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## 摘要

雖然資訊的傳播，可以由高科技之協助達成，但是許多有形性的實體貨品之遞送，卻仍須仰賴完善之運輸系統，加上消費者對服務的速度與品質要求日益嚴格，以及國際化之趨勢，便有國際快遞業的興起。當顧客知覺消費之不滿意時，可能會引起抱怨之行為，有學者認為抱怨行為的顧客在服務補救後，會較沒有抱怨的顧客，產生較高的滿意與再購之意圖。因此，本研究以國際快遞業作為實證之產業，由顧客之觀點，探討消費者知覺風險與顧客抱怨行為之關係，以及顧客抱怨行為與服務補救後滿意度之關係。本研究之結果發現，顧客消費時知覺風險，將影響顧客不滿意消費之抱怨行為，而顧客抱怨行為對服務補救後滿意度有顯著影響。

關鍵詞：知覺風險；顧客抱怨行為；服務補救後滿意度

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