

由顧客消費經驗探討關係品質:以健身俱樂部為例

魏家宜、邊瑞芬

E-mail: 9708438@mail.dyu.edu.tw

摘要

在高度競爭的服務產業中，企業已經無法運用傳統行銷方式來使顧客購買產品或服務，現今已逐漸朝向注重與顧客建立、維持關係的行銷方式，以提昇顧客的忠誠度。企業必須思考與顧客之間的互動關係，深入了解並影響顧客的行為，強化顧客與企業之間的關係，建立顧客忠誠度，協助企業成長並達到獲利及永續經營的目標，如何和顧客間維持良好的關係品質，成為服務業者的重要課題。本研究以張景旭(2006)提出之主觀順序事件技術分析法 (Subjective Sequential Incidents Technique, SSIT)。利用顧客的主觀消費經驗來探討在健身俱樂部內會影響與顧客之間的關係品質之因子。

關鍵詞：關係品質；顧客經驗管理；主觀順序事件技術分析法

目錄

| | | | | | | | |
|-----------------|-----|------------------|----|-------------------------|----|------------------------|----|
| 中文摘要..... | iii | 英文摘要..... | iv | 誌謝辭..... | v | 內容目錄..... | vi |
| 緒論..... | 1 | 第一節 研究背景..... | 1 | 第二節 研究動機..... | 3 | 第三節 研究目的..... | 5 |
| 第一節 顧客經驗管理..... | 6 | 第二節 關係品質..... | 11 | 第三節 顧客經驗管理與關係品質之關係..... | 22 | 第三章 研究方法..... | 23 |
| 第二節 研究對象..... | 23 | 第三節 資料分析..... | 24 | 第四章 研究發現與分析..... | 26 | 第一節 主觀順序事件分析法表格分析..... | 26 |
| 第一節 結論..... | 38 | 第二節 管理與實務意涵..... | 40 | 第五章 結論與建議..... | 38 | 第一節 結論..... | 38 |
| 第三節 後續研究..... | 41 | 參考文獻..... | 42 | 附錄A 問卷內容資料..... | 49 | 第三節 後續研究..... | 41 |

參考文獻

- 一、中文部分 Schmitt, B. H. (2004), 顧客經驗管理-天衣無縫的整合式顧客經營(顧淑馨譯), 台北:中國生產力中心, (原文於2003年出版)。Carbone, L. P. (2006), 顧客經驗管理(許梅芳譯), 台北:培生, (原文於2004年出版)。林麗娟(1997), 質性研究取向與讀者資訊需求, 資訊傳播與圖書館學, 4(1), 52-59。江建良(2000), 服務業服務品質管理模式之建構 - 顧客滿意觀點, 商學學報, 8, 1-38。周昌筠(1991), 壽險業務員之關係行銷-從台北壽險保戶之觀點來探討, 政治大學保險學系未出版之碩士論文。方世榮, 方世杰(1997), 關係品質之探討 旅行業的實證研究, 第三屆服務管理研討會, 台北:國立政治大學。謝福樹(2001), 從關係行銷探討關係品質之模式-以我國銀行業為例, 私立義守大學管理科學研究所未出版之碩士論文。簡志丞(1999), 銀行業關係品質模式之研究, 大葉大學事業經營研究所未出版之碩士論文。吳宥蓁(2006), 零售服務業服務失誤歷程結構及歷程補救之探討, 大葉大學人力資源暨公共關係研究所未出版之碩士論文。張景旭, 張馨華, 吳宥蓁(2006), 服務經濟轉型下的重要事件技術爭議與對策 - 主觀順序事件技術之提出, 第三屆關係管理學術研討會 - 新世紀公共關係理論與應用, 69-88。張馨華(2005), 餐飲業服務失誤關鍵因素之探討-紮根理論主軸轉譯方法之探討, 大葉大學人力資源暨公共關係研究所未出版之碩士論文。二、英文部分 Ahtola, O. T. (1985). Hedonic and Utilitarian Aspects of Consumer Behavior: An Attitudinal Perspective, In Advances Consumer research, Eds., Elizabeth C. Hirschman and Morris B. Holbrook, Prov. UT: Association for ConsumerResearch, 12, 7-10. Axelrod, D. (1984). The Evolution of Cooperation, New Yor: Basic Books, Inc. Bitner, M. J., Booms, B.M., & Tetreault, M. S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable. . Bitner, M. J. (1990). Evaluating Service encounter: The Effect of Physical Surroundings and Employee Responses. Journal of Marketing, 54, 69-81. Bitner, M. J., Booms, B. G., & Tetreault, M. S.(1990).The ServiceEncounter: Diagnosing Favorable and Unfavorable Incidents, Journal of Marketing, 54, 71-84. Berry, L. L., & Parasuraman, A. (1991). Marketing Services, New York: The Fress Press. Carman, James M. (1990). Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions, Journal of Retailing, 66(1), 33-55. Carmen, J. M., & Langeard, E. (1980). Growth Strategies of Service Firms, Strategic Management Journal, 1, 7-22. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship Quality in Services selling: An Interpersonal Influence Perspective, Journal of Marketing, 54, 68-81. Crosby, & Stephens, N. (1987). Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry, Journal ofMarketing Research, 24 (November), 4-11. Michael, R., & Carol, F. (1985). The ServiceEncounter. Lexington MA: Lexington Books. Crane, F. G., & Clarke, T. K. (1988).The Identification of Evaluative Criteria and

Cues Used in Selecting Services, *Journal of Service Marketing*, 2, 53-59. Derlega, V. J., Winstead, B. A., Wong, P. T., & Greenspan, M. (1987). Self-Disclosure and Relationship Development: An Attributional Analysis, in *Interpersonal Process: New Directions in Communication Research*, M. E. Roloff and G. R. Miller, eds. London: Sage Publications, Inc. Frederick, H. (2000). E-Loyalty, *Harvard Business Review* July-August, 2000, 105-113. Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience, *Journal of Marketing*, 56(1), 6-21. Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63, 70-87. Henning, T., & Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development, *Psychology & Marketing*, 14(8), 797-764. Johnson, D. W., & Johnson, S. (1972). The Effect of Attitude Similarity, Expectation of Goal Facilitation, and Actual Goal Facilitation on Interpersonal Attraction, *Journal of Experimental Social Psychology*, 8(3), 197-206. Kumar, N., Scheer, L.K., & Steenkamp, J. B. (1995). The Effects of Supplier Fairness on Vulnerable Resellers, *Journal of Marketing Research*, 32, 55-65. Kotler, P. (1996). *Marketing Management: Analysis, Planning Implementation and Control*, 9th ed Prentice-Hall Inc. Kellerman, J. (1987). Information Exchange in Social Interaction, in *Interpersonal Processes: New Directions in Communication Research*, 14, M. E. Roloff and G. R. Miller, eds. Lagace, R. R., Dahlstrom, R., & Gassenheimer, J. B. (1991). The Relevance of Ethical Salesperson Behavior on Relationship Quality: The Pharmaceutical Industry, *Journal of Personal Selling and Sales Management*, 11(4), 39-47. Lovelock, J. (1983). Classifying Services to Gain Strategic Marketing Insights, *Journal of Marketing*, 47, 9-20. Lovelock, J., Christopher, H., & Wright, L. (2002). *Principles of Service Marketing and Management*, Prentice Hall, New Jersey, 2. Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 20-38. Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors Affecting Trust in Marketing Research Relationships, *Journal of Marketing*, 57, 81-101. Oliver, D., Rihard, L., Whence, B. Consumer, A., & Loyalty, *Journal of Marketing*, 63, 33-44. Reichheld, F., & Frederick, F. (1996). The Loyalty Effect. *Harvard Business Review*, 74-103, 152-160. Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: a cross-discipline view of trust, *Academy of Management Review*, 23(3), 393-404. Smith, J. B. (1998). Buyer-Seller Relationship : Similarity, Relationship Management, and Quality, *Psychology and Marketing*, 15(1), 3-21. Solomon, E. Michael, R., Carol F., Surprenant, K. Czepiel, R. John, A., & Gutman, E. G. (1985). A Role Theory Perspective on Dyadic Interactions: The Service Encounter, *Journal of Marketing*, 49, 99-111. Surprenant, C. F., & Solomon, M. R. (1987). Predictability and Personalization in the service encounter, *Journal of Marketing*, 51, 73-80. Swan, J. E., Trawick, F. I., & Silva, D. W. (1985). How Industrial Salespeople Gain Customer Trust, *Industrial Marketing Management*, 14(3), 203-11. Shostack, G. L. (1977). Breaking Free from Product Marketing, *Journal of Marketing*, 18, 73-80. Singh, S., & Sirdeshmukh, G. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgements, *Journal of Academy of Marketing*, 10, 150-167. Prus, D., & Brandt, A. (1995). Understanding Your Customers, *Marketing Tools*, 10-14. Winstead, K. F. (1993). *Service Encounter Dimension: A cross-cultural analysis*, Doctoral Dissertation. Boulder, Colo. University of Colorado at Boulder. Williamson, B. & Oliver, E. (1983). Credible Commitments: Using Hostages to Support Exchange, *American Economic Review*, 73(4), 519-40. Wiener, J. L., & Mowen, J. C. (1985). Source Credibility: On the Independent Effects of Trust and Expertise When Attractiveness is Held Constant, Working Paper, Oklahoma State University, 85-3.