

台新大型購物中心服務品質、知覺風險與顧客滿意度對顧客忠誠度影響之比較研究

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摘要

台灣近十年來，投資金額數以億計的大型購物中心蓬勃發展，使幾呈飽和的零售業界競爭更趨激烈，本研究希望能釐清大型購物中心服務品質、知覺風險與顧客滿意度及顧客忠誠度間的關係，以取得正確數據，提供購物中心業者解決營運窘境，提高營業額並帶動經濟成長之參考。本研究係探討新加坡和台灣共七家購物中心以「服務品質」、「知覺風險」為自變項，以「顧客滿意度」為中介變項來探討「顧客忠誠度」間關係；發放當日於購物中心內，針對有購物行為提袋消費者，選取抽樣對象，計發放450份問卷，回收435份，刪除無效問卷20份，有效問卷數為415份，有效回收率95.4%。經迴歸分析驗證假設關係，研究結論顯示大型購物中心消費者所感受之服務品質對顧客忠誠度有直接的正向影響效果且顧客知覺風險對顧客忠誠度有直接的負向影響效果；又發現顧客滿意度會中介服務品質與顧客忠誠度的關係，同時亦發現顧客滿意度會中介知覺風險與顧客忠誠度的關係。最後，跟據研究結論提出理論與經營實物意涵。

關鍵詞：購物中心(sopping center)，服務品質(service quality)，知覺風險(perceived risk)，顧客滿意度(customer satisfaction)，顧客忠誠度(customer behavior purchase)

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