

美商直銷公司顧客知覺價值、關係品質與行為意圖關係之研究

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摘要

本研究主要在探討顧客知覺價值、關係品質與行為意圖之關係，以美商直銷公司的顧客為研究對象，透過問卷調查有效樣本數為369份。根據所得資料以敘述性統計分析、信度分析、驗證性因素分析、單因子變異數分析，並以結構方程模式(SEM)進行實證與分析。

研究結果顯示：1.顧客知覺價值對關係品質有顯著正向的影響。2.顧客知覺價值對行為意圖有顯著正向的影響。3.關係品質對行為意圖有顯著正向的影響。4.關係品質對顧客知覺價值與行為意圖的關係具有顯著的中介效果。

經由上述結果，進一步提出理論上的實務運用以及後續研究之相關意涵與建議。

關鍵詞：美商直銷公司、顧客知覺價值、關係品質、行為意圖

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