

購物體驗與顧客關係品質之研究：以跨國百貨公司為例

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摘要

隨著台灣經濟蓬勃發展，到百貨公司購物已成為民眾生活中重要的一環。消費者購物時不僅僅注重商品品質本身，「購物體驗」的好壞也影響了顧客的消費意願與選擇。近年來服務業蓬勃發展，GDP產值已超過製造業，企業若要永續生存發展，如何維繫良好的「顧客關係品質」將是首要之務。

本研究目的是探討消費者購物體驗與顧客關係品質之間的關係。採用調查研究法進行探討，正式問卷調查是以跨國百貨公司新光三越之消費者為調查對象，採用人員現場發放問卷，針對消費後之顧客進行隨機抽樣，調查時間為2009年2月1日至2月21日，共計三個星期。共計回收300份問卷，有效問卷271份，扣除無效問卷29份，有效回收率90.33%。

根據本研究結果發現，購物體驗四個構面中僅有氣氛和服務人員屬性對於顧客關係品質之滿意度和信任具有顯著正相關，可接近性及環境對於關係品質之影響則並不顯著。本研究之結果可對於服務業管理及關係行銷領域之知識有所貢獻，也可對百貨公司進行服務設計、顧客關係管理及人力資源管理實務上提供建議。

關鍵詞：跨國百貨公司、購物體驗、顧客關係品質

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