

美商連鎖量販店進口生鮮食品知覺價值、知覺品質與知覺犧牲對顧客忠誠度之研究

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摘要

忠誠度為企業獲利之指標，為瞭解台灣消費者對美商連鎖量販店 - 好市多進口生鮮食品之知覺品質、知覺犧牲與知覺價值對其忠誠度之影響，本研究以COSTCO的消費者為研究對象，採便利抽樣，在台灣的五間賣場以問卷方式進行調查，問卷共發450份，回收問卷422份，問卷回收率93.8%；刪除無效問卷19份之後，共取得403份有效問卷，有效回收率為89.5%。

本研究透過SPSS統計軟體分析，進行敘述性統計、信效度分析、變異數分析及回歸分析，分析結果顯示：(1)消費者知覺品質對知覺價值及其忠誠度有正向顯著影響；(2)知覺價值對忠誠度也是有正向顯著影響；(3)消費者知覺犧牲對知覺價值及其忠誠度有負向顯著影響；(4)知覺價值為知覺品質與忠誠度之中介變項。

故知覺品質是影響消費者、知覺價值與忠誠度之重要前因變項，故提高消費者知覺品質是有效提升消費者知覺價值及忠誠度的重要手段，最後依據上述發現提供理論與管理上之意涵。

關鍵詞：好市多、知覺品質、知覺犧牲、知覺價值、忠誠度

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