

# The Study of the Relationship among Perceived Quality、Perceived Sacrifice、Perceived Value and Loyalty on the Fresh Food

紀佳君、封德台

E-mail: 9805599@mail.dyu.edu.tw

## ABSTRACT

Loyalty is a profit index for enterprises. To identify the the relationship among perceived quality、perceived sacrifice、perceived value and loyalty on the fresh foods commodity of Costco wholesale in Taiwan, this study took Costco consumers as the study object. This study was proceeded by convenience sampling, and investigated by questionnaire in five Costco wholesales in Taiwan. 422 questionnaires were handed in within the 450 questionnaires granted ; the rate of recall is 93. 8%. The valid rate is 89.5% after deducting 403 invalid ones.

The research is analyzed through SPSS software which includes descriptive statistics, reliability , validity analysis, ANOVA and regression model as the way of compiling statistics. By regression analyses, we got the following results: 1. Perceived quality positively and significantly influence perceived value and loyalty. 2. Perceived value positively and significantly influence loyalty. 3. Perceived sacrifice decreases positively and significantly perceived value and loyalty. 4. Perceived value mediates the relationship between perceived quality and loyalty.

Therefore, perceived quality has a significant role in influencing the consumers ' perceived value and loyalty. And perceived quality is an effective way to increase the consumers ' perceived value and loyalty. Finally, we put forward concrete theories and marketing actual situation by the basis which is above-mentioned.

Keywords : Costco、perceived quality、perceived sacrifice、perceived value、loyalty

## Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	vi
內容目錄	vii
表目錄	ix
圖目錄	xi
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的與問題	6
第三節 研究範圍與對象	7
第四節 研究限制	8
第五節 研究流程	8
第二章 文獻探討	10
第一節 好市多(COSTCO)概述	10
第二節 知覺品質	11
第三節 知覺犧牲	15
第四節 知覺價值	16
第五節 忠誠度	21
第三章 研究方法	26
第一節 研究架構	26
第二節 研究假設	26
第三節 變項之操作性定義與衡量	27
第四節 資料蒐集與分析	31
第四章 資料分析與研究結果	35
第一節 基本資料分析	35
第二節 敘述性統計分析	44

第三節	信效度分析	48
第四節	相關係數分析	54
第五節	迴歸係數分析	55
第六節	路徑分析	58
第七節	研究假設驗證	60
第五章	結論與建議	61
第一節	研究結論	61
第二節	研究意涵與建議	61
第三節	研究限制	64
第四節	後續研究與建議	65
	參考文獻	67
	附錄A 問卷設計版	81
	附錄B 問卷發放版	85

## 表目錄

表 1-1	量販店營運規模之比較表	3
表 3-1	知覺價格衡量項目量表	28
表 3-2	知覺品質衡量項目量表	29
表 3-3	知覺犧牲衡量項目量表	30
表 3-4	購買意願衡量項目量表	31
表 3-5	相關係數判斷標準	33
表 4-1	問卷回收情形	35
表 4-2	回收樣本之基本資料分配表	37
表 4-3	人口統計變項對因素構念之變異數分析	39
表 4-4	性別與各變數之差異性檢定表	40
表 4-5	會員資格與各變數之差異性檢定表	40
表 4-6	年齡與各變數之差異性檢定表	41
表 4-7	會員年資與各變數之差異性檢定表	42
表 4-8	消費者居住地與各變數之差異性檢定表	43
表 4-9	賣場與各變數之差異性檢定表	43
表 4-10	進口生鮮食品知覺品質敘述性統計表	45
表 4-11	進口生鮮食品知覺犧牲敘述性統計表	46
表 4-12	進口生鮮食品知覺價值敘述性統計表	46
表 4-13	進口生鮮食品忠誠度敘述性統計表	47
表 4-14	KMO統計量之判斷	49
表 4-15	知覺品質因素分析信效度統計表	50
表 4-16	知覺犧牲因素分析信效度統計表	51
表 4-17	知覺價值因素分析信效度統計表	52
表 4-18	忠誠度因素分析信效度統計表	53
表 4-19	各研究變相間之相關	54
表 4-20	知覺品質對知覺價值之迴歸分析	55
表 4-21	知覺犧牲對知覺價值之迴歸分析	56
表 4-22	知覺價值對忠誠度之迴歸分析	57
表 4-23	知覺品質對忠誠度之迴歸分析	57
表 4-24	知覺犧牲對忠誠度之迴歸分析	58
表 4-25	忠誠度之路徑分析	59
表 4-26	研究假設檢定結果表	60

## 圖目錄

圖 1-1 研究流程圖 . . . . .	9
圖 2-1 知覺價值形成之原始模 . . . . .	17
圖 3-1 研究架構 . . . . .	26
圖 4-1 路徑分析圖 . . . . .	59

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