

跨國台商水泥業通路服務品質與通路關係品質對通路忠誠度影響之研究

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摘要

本研究主要探討跨國台商水泥業通路服務品質與通路關係品質對通路忠誠度有何影響，且探討關係品質之中介效果。本研究以便利抽樣方式，於大陸發放問卷，共發出280份問卷，有效問卷共有249份，問卷有效率為92.5%。本研究結果發現跨國台商水泥業通路服務品質對通路關係品質有正面之顯著影響，通路關係品質對通路忠誠度有正面之顯著影響，通路服務品質之承諾性與回應性對通路忠誠度之購買忠誠有正面之顯著影響未成立，通路服務品質之關照性對通路忠誠度之購買忠誠有正面之顯著影響，通路服務品質之承諾性、回應性與關照性對通路忠誠度之口碑有正面之顯著影響。

關鍵詞：通路服務品質、通路關係品質、通路忠誠度

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