

服務接受模式之建構與實證研究 = The construction and empirical study of service acceptance model in service industry

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摘要

隨著經濟的成長，社會對服務的需求會更為殷切，服務業的發展水準已經成為衡量一個國家和地區經濟社會發展水準的重要標誌，而過去以賣方為主的產品導向、銷售導向的觀念已逐漸消失，隨之而來的是顧客服務導向的盛行，在競爭激烈的市場環境中，許多企業為了吸引顧客，也為了留住顧客，而提供了許多的服務給顧客，然而，卻有不少提供高品質服務的企業不但無法提昇獲利，反而造成虧損，於是企業所提供的服務是否被顧客所接受的議題更值得企業界深思與檢討。本研究針對行為意向進行相關理論的文獻探討，並依據服務業產業特性，預期顧客採取消費行為除了個人本身的一般態度，將受到外在社會壓力及本身擁有資源的影響，故參考計畫行為理論延伸建構服務接受模式。透過相關文獻探討，作為問卷設計的根據，並經由問卷調查填寫方式針對台灣地區購物中心消費者為調查對象，進行資料蒐集後，以SPSS統計套裝軟體樣本資料統計分析，並以SmartPLS進行結構方程模型之驗證與分析。研究結果發現，欲強化顧客服務接受行為意向，除了服務品質與認知價值的提高之外，顧客本身所擁有的資源以及主要參考群體的支持與認同也具有相當程度的重要性，此外，高收入族群樣本的行為控制知覺對顧客行為意向不具影響力，有別於整體樣本與低收入族群樣本的分析結果。

關鍵詞：服務業、行為理論、部份最小平方法

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