

逆物流系統對顧客滿意度影響之研究：以 3C 賣場之維修作業為例

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摘要

本研究問題是探討逆物?系統(reverse logistic system)與顧客滿意?(customer satisfaction)之關係，在3C賣場中，服務人員的第一線接觸加上維修作業與系統的輔助，是否會影響顧客對於該3C賣場的整體滿意?與顧客滿意?，為此探討之重點。

本研究是透過線上問卷與紙本問卷的方式，請網?上與一般消費者，幫忙填寫。總共寄發?330份問卷，請網?上與一般消費者工對3C賣場之維修作業之看法，進?填答。總共回收330份，去除無效問卷與?合題意者113份，總共有效問卷為217份，回收?為65%。

結果本研究發現，送修過程的各項因素會正面影響交辦滿意?、維修結果中的部份因素會正面影響交辦滿意?、交辦滿意?會正面影響認知服務品質、認知服務品質會正面影響總體滿意?。

關鍵詞：服務接觸、逆物?系統、顧客滿意?

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