

餐廳實體環境、顧客情緒與顧客滿意度對口碑傳播意願之影響：以一家主題餐廳為例

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摘要

由於人們消費型態的改變，至餐廳用餐已不僅滿足生理需求，開始重視食物口味、環境氣氛。主題餐廳業者藉由餐廳擺設的氣氛營造，滿足顧客視覺與心理的享受，藉此在顧客心中留下良好印象，並進而增加口碑傳播之意願。因此本研究旨在探討餐廳實體環境對顧客情緒與顧客滿意度之影響程度為何，以及三者對顧客進行傳播口碑意願之影響。本研究以安徒生童話鄉村廚主餐廳之顧客為研究對象，採用便利抽樣方式進行調查，共計發放310份問卷，回收有效問卷296份。藉由結構方程模式進行分析與驗證，探討餐廳實體環境、顧客情緒、顧客滿意度與口碑傳播之影響程度，運用最大似法修正研究架構，以達到極佳之理論穩定性與實務適用性。研究結果發現，餐廳實體環境對顧客情緒與顧客滿意度皆有顯著正向影響；顧客情緒對顧客滿意度與口碑傳播意願皆無顯著正向影響；顧客滿意度對口碑傳播有顯著正向影響。最後根據結果進行討論，進而提出相關建議，供餐廳業者與後續研究者參考。

關鍵詞：主題餐廳，實體環境，顧客情緒，顧客滿意度，口碑傳播

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