

居家用品業顧客滿意度與忠誠度關係之研究-以特力和樂(HOLA)為例

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摘要

The housewares industry of Taiwan is a booming market. The Test-Rite corp. joined the market and established the HOLA Company in 1997. Nowadays, marketing is consumer orientated of focus, which not only can increase customer satisfaction through an enthusiastic attitude in attending to customers, but also keep loyal customers. The subject of the research is to have a actual investigation of customer satisfaction of HOLA, and then to discuss high- customer satisfaction will or will not enhance the behavior of customer loyalty. It can be a reference for marketing strategy in the future. The research chooses five branch stores of HOLA as its database. This research analyzes the responses of consumers who have visited HOLA and had made purchases there. The research use the convenience sampling, included 420 questionnaires in total, the numbers of questionnaires was 403. The overall return rate was 96%. There are four parts in the questionnaire. The first part is about the characteristics of the customer. The second part is the survey of customer satisfaction. The third part is the survey on customer loyalty. The last part of the questionnaire is the basic background of customers. In accordance with the statistical methods as the Descriptive Statistics, MANOVA, one-way ANOVA, t-test, Duncan, Factor analysis, Pearson analysis, and IPA analysis. Through research, there is a positive low correlation between customer loyalty and customer satisfaction of HOLA, in spite of high customer satisfaction of HOLA, there is a limited extent on customer loyalty. Therefore, the marketing strategy in the future should be involved customer' s social and economic background and consumption motives in order to grasp main customers. In order to firm place of the same trade and to attract more customers, HOLA have to enhance quality and style of the merchandise and to promote uniqueness of brand.

關鍵字：Customer Loyalty、Customer Satisfaction、Housewares Stores、IPA Analysis.