

百貨業服務品質、知覺價值、DM廣告對顧客滿意度之關聯性研究—以中部某百貨公司

為例

徐子光, 彭淑貞

國際企業學系

管理學院

hsutk@chu.edu.tw

摘要

Owing to the change of industrial structure and the awakening of consuming consciousness, service quality, perceived value, DM advertising, and customer satisfaction have become important tasks on business management. Therefore, the managing policy of consumer-oriented is the keypoint to promoting profit performance.

The purpose of this research is to explore the relationship among service quality, perceived value, DM advertising, and customer satisfaction of department stores by using Regression Analysis. The objects of this research are the customers of one department store in Taichung in Taiwan. We collected data through questionnaire investigation and got 341 valid questionnaires.

Results show that the three independent variables, service quality, perceived value and DM advertising, can directly affect the dependent variable, customer satisfaction, but the four datas, sex, marital status, age, and occupation, can indirectly affect customer satisfaction. Hence, in service quality, operators of department stores should offer perfect service to satisfy the changing need of customers. And in perceived value, to have customers enjoy the shopping by satisfied service quality is as important as it can be. After that, customers are willing to share their pleasing shopping experience with others. In addition, the design and marketing of DM advertising should be more attractive in order to catch customers' attention and at the same time, offer copious information in it to get more reliance from customers.

關鍵字：Service Quality; Perceived Value; DM Advertising; Customers' Satisfaction