

大學生認知價值、顧客滿意及顧客忠誠之關係研究-以新竹大潤發為例

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摘要

Hypermarkets are very important marketing channels of the corporations over the past decade. Hypermarkets provide self-service, low prices, and one-stop shopping for their consumers. Broad space for hypermarkets also had regard as consumers' entertainment place. In Taiwan, RT-Mart is the second brand of hypermarkets. It has dozens of stores and high revenue. Therefore, it is worthy to understand why RT-Mart can attract consumers to sustainable consumption.

In this study, our research object is university students. We build a theoretical model of the relationships among perceived value, customer satisfaction, and customer loyalty. This study aims to use the model to explain the RT-Mart customer loyalty and customer satisfaction. Data were collected from 205 students at Chung-Hua University located in the Hsinchu. Analytical results indicate that perceived value had significant direct effects on customer satisfaction and customer loyalty. Customer satisfaction had a significant direct effect on customer loyalty. The practical implications of findings are discussed.

關鍵字：perceived value, customer satisfaction, customer loyalty