

園區物流業的顧客關係管理對顧客忠誠度之影響

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摘要

Facing the intense competition of global high-tech industry, manufacturers of Science Park have to rely on professional service offered by the Science Park logistics service providers so as to keep their competitive advantages in global supply chain. Meanwhile logistics operators' service capabilities also affect its long term partnership with manufacturers of Science Park. Since customer relationship management (CRM) had become an important research topic in the academia, and valued by enterprises, this research used structural equation modeling (SEM) to explore the relationship between CRM, logistic service quality, and customer loyalty for the logistics industry. The results show that CRM really has positive influences on logistics service quality and customer loyalty, and the determinant of customer loyalty will differ from industry and scale of high-tech manufactures. This research not only presents practical implications for Science Park logistics operators to build their CRM models, but provides the guiding principles to strengthen their relationship with customers.

關鍵字：Science Park logistics service providers; Customer relationship management; Customer loyalty; Structural equation modeling