

論文摘要

論文題目：網路購物服務品質、滿意度與信任度對顧客忠誠度之影響

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論文摘要內容：

近年來，網路購物的興起改變了民眾消費的習慣。網路商店不受時間和空間的限制，並且提供顧客多樣化的服務，已經成為企業行銷活動中重要的通路之一。台灣網路購物環境呈現市場規模快速成長但是競爭十分激烈的形態。對於網路商店業者來說，增加顧客購買次數並且提高顧客忠誠度是維持企業經營的最重要目標。

本研究即探討影響消費者網路購物之因素。從網路購物服務品質、滿意度、信任度、和忠誠度四個因素切入，並且探討因素間的相互影響關係。研究發現，網路購物服務品質會直接且正向顯著地影響顧客忠誠度，亦會透過滿意度來間接影響忠誠度。而網路購物信任度則是透過滿意度來間接地影響顧客忠誠度。此外，在調查消費者參與網路購物行為上則發現，消費者參與網路購物的主因是考量方便性和價格便宜。最擔心網路購物對個人造成的傷害上則以個人資料外流和產品品質不良最高。在選擇購物網站最重視的因素則為產品與服務的可靠性和線上交易的安全性。因此，網路商店業者若要提高顧客的忠誠度，可以從網站服務品質的提升、線上交易的安全性著手，提供顧客一個方便且安全的交易環境。

關鍵字：網路購物、顧客忠誠度、服務品質、滿意度、信任度

ABSTRACT

The Influences of Service Quality, Satisfaction, and Trust
on Customer's Loyalty in Online Purchasing

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The rise of online purchasing has changed people's purchasing habits. Online shop is an important marketing channel for a business because of its open-ended shop hours and virtual shopping space as well as providing diversified services for customers. It appears that the online purchasing environment in Taiwan is fast-growing and competitive. Therefore, increasing purchasing frequencies and improving customer's loyalty are important tasks for all online shops.

This study investigated the factors that influence consumer's online purchasing loyalty. It discussed and examined the relationship among online service quality, satisfaction, trust, and loyalty. In the study, service quality is found to not only directly affect loyalty but also indirectly affect loyalty via satisfaction. Trust is also found to indirectly affect loyalty via satisfaction. Besides, in the investigation of online purchasing behavior, there are three main findings. The first, the main reasons why consumers choose online shopping are considering convenience and lower price. The second, they are most worried about personal information outflow and defective products. The third, they most care about reliability of product and service as well as security of online purchasing. As a result, in order to improve customer loyalty, it should increase the online service quality and security those provide consumer a convenient and safe shopping environment.

Key words: online purchasing, customer loyalty, service quality, satisfaction, trust