

摘要

本研究提出一個四階段的消費者重購承諾心理評價程序模式，認為消費者將依據知覺品質和期望品質的比較形成品質失驗，然後藉由內在的價值函數將品質失驗轉換成為同樣是失驗觀點的個別交易滿意度（滿意度失驗）。在形成個別交易滿意度之後，消費者將依循累積滿意度基礎的個別交易滿意度邊際微調模型來形成當期的累積滿意度，並且依據當期的累積滿意度和當期的忠誠門檻值比較的結果，進而產生品牌忠誠或品牌轉換的行為意圖。

整體而言，失驗觀點的個別交易滿意度（滿意度失驗）和品質失驗之間的關係大致服膺期望理論價值函數的特性。此外，本研究提出的累積滿意度基礎的個別交易滿意度邊際微調模型也獲得支持，並進一步確定累積滿意度的調整過程主要是採行性線的調整模式。最後，本研究提出的累積滿意度忠誠門檻模型亦獲得實證證據的充分支持。因此，一旦當期的累積滿意度決定之後，消費者將以他心目中對競爭品牌的累積滿意度做為比較的基礎、當作忠誠門檻值，進行焦點品牌累積滿意度和競爭品牌累積滿意度的比較，並且依據比較的結果形成品牌忠誠或品牌轉換的行為意圖。

關鍵字：品質失驗、滿意度失驗、個別交易滿意度、累積滿意度、邊際微調模型、忠誠門檻模型

Abstract

This study proposes a four-stage model about the process of consumers' repurchase commitment. The model postulates that consumers would result in quality disconfirmation based on the result of comparison between perceived quality and expected quality, then transform it through intrinsic value function into transaction-specific satisfaction which is defined as satisfaction disconfirmation. Once transaction-specific satisfaction is formed, consumers would result in current cumulative satisfaction according to cumulative satisfaction-based transaction-specific satisfaction marginally adjusting model that depicts current cumulative satisfaction as a function of previous cumulative satisfaction and current transaction-specific satisfaction. And finally, according to loyal threshold model of cumulative satisfaction, intention to repurchase or switch buying would be formed based on the relative magnitude between cumulative satisfaction and loyal threshold which is defined as cumulative satisfaction towards a main competing brand.

Overall speaking, the relation function between quality disconfirmation and transaction-specific satisfaction exhibits most traits of value function depicted in the prospect theory. Furthermore, the cumulative satisfaction-based transaction-specific satisfaction marginally adjusting model proposed by this study was supported by experimental data, and the result shows that the adjusting process of cumulative satisfaction complies mainly with linear adjusting model. And finally, the loyal threshold model of cumulative satisfaction was fully supported by experimental data, and the result implies that consumers would take the cumulative satisfaction towards a main competing brand as the comparing basis, i.e., loyal threshold, and then compare cumulative satisfaction towards a focal brand with this comparing basis to decide whether to

repurchase the products of the focal brand or instead switching to buy the goods of the competing brand.

Keywords: Quality Disconfirmation, Satisfaction Disconfirmation, Transaction-Specific Satisfaction, Cumulative Satisfaction, Marginally Adjusting Model, Loyal Threshold Model