



國立高雄應用科技大學
企業管理系
高階經營管理研究所
碩士論文

關係主義、關係依賴與企業形象對組織再購意願
之影響 -- 以台灣地區汽車玻璃維修廠為例

The influence of Relationalism, Relationship Dependence and Corporate
Image on Organization Repurchase Intention– An Example of
Automotive Glass Repair Firms in Taiwan.

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-- 以台灣地區汽車玻璃維修廠為例

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摘要

本研究探討台灣汽車玻璃業組織再購意願的影響因素，而經問卷調查汽車玻璃業有關的經銷商總共發出 222 份問卷有效回收 180 份，接著資料分析研究工具之信度與效度，並進一步用統計軟體 SPSS 作變異數與迴歸分析。

研究結果發現：

1. 組織再購行為主要影響關鍵因素分為三項包括關係主義、關係依賴與企業形象。
2. 驗證檢定三大假設九個細項中有兩細項不成立，其餘變數間的關係程度均呈顯著正向影響。

研究貢獻在於實務與理論兩方面，其一提供汽車玻璃業者高階主管能收集信息找出影響再購意願顯著的因素；其二為提供未來學者研究之參考。

關鍵字：關係主義、關係依賴、企業形象、組織再購意願

The influence of Relationalism, Relationship Dependence and
Corporate Image on Organization Repurchase Intention
– An Example of Automotive Glass Repair Firms in Taiwan

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ABSTRACT

This study was to examine the factories influencing organization repurchase intention of automotive glass repair firm in Taiwan. 222 questionnaires were sent out to the distributors of automotive glass repair firm in Taiwan. 180 questionnaires were retrieved effectively. Furthermore, researcher analyzed reliability and validity, ANOVA and regression analysis were also indicated by SPSS.

The results showed that:

1. The main factories influencing organization repurchase intention are relationalism, relationship dependence, and. corporate image.
2. After testing nine items of three hypotheses, two items were deleted. The examination in correlation of the rest revealed positive significant.

This research is contributed in both practice and theory. One provides the executive managers of automotive glass repair firms to get more information about the factories influencing organization repurchase intention. The second is to supply the academic research in the future.

**Keyword: Relationalism , Relationship Dependence , Corporate Image ,
Organization Repurchase Intention .**

第一章 緒論

本章共分為三節，第一節研究背景與動機是對欲研究之行業目前所處之環境、社會經濟情況的探討做描述；第二節提出研究目的，陳述本研究探討之焦點；第三節介紹研究進行的流程與論文架構。

第一節 研究背景與動機

微利時代的來臨已是不爭的事實，亞洲的總消費將成為全球市場的主要需求來源。台灣的汽車市場，每年約只有 20~30 幾萬輛，為了在這麼小的市場爭一席之地，各家汽車製造廠無不使出全力。

台灣的汽車競爭市場也連帶影響到汽車週邊產業，就如本研究所研究的產業—汽車玻璃產業，汽車玻璃乃是汽車業的零件之一，而且在台灣地區至少就受到三家玻璃廠（台玻、裕盛、林商行）的瓜分，就可知其競爭難度。所以汽車玻璃廠商除針對汽車業客戶的需求，將產品導向更能達成其顧客滿意的經營理念外，更絞盡腦汁，如何降低生產成本以及技術的提升，以因應產品的競爭力，才能吸引汽車業的注意，增加產品的訂單。

但如何達成企業目標，這其中就必須與經銷商維持關係與讓經銷商對於你公司的產品有所依賴，而亞洲人最重視的是雙方關係的維持，在汽車玻璃業也一樣，必須與汽車玻璃經銷商或汽車經銷商及保養場保持良好的關係，就如同 Macneil(1980)說的，關係主義是用來維護、增強與穩固與交易夥伴間彼此關係的行為；也就是說，如果可以跟他們維持良好的關係，這樣一來，對於雙方的關係也會越來越穩固。在台灣，汽車玻璃產業的市值每年都以平均超過兩千萬美元逐步增加，這也是一個投資門檻及技術層次相當高的產業。

除了與交易夥伴關係的維持外，學者 Robertson and Gatignon (1986)提到企業形象可促進消費者對特定企業產品或服務的認識，以降低消費者進

行購買決策時的不確定性。而學者 Shankar Ganesan (1994)的實證研究也指出零售商與供應商保持高度關係，此舉動將有助於建立長期導向的買賣關係，特別是其中的特用資產的投資，會對於雙方的長期關係建立有所幫助，這也就表達了，在汽車玻璃業當中，這會影響經銷商如何選擇供應商的重要因素之一。

其還有一個關鍵因素則是一關係依賴，汽車玻璃廠供應商對於經銷商間的關係依賴是否足夠，當注重汽車玻璃供應商是屬於此經銷商特定性的投資，亦或是，雙方還維持著依賴關係，如此一來，雙方的交易夥伴就有強大的關係依賴，對於再購意願也會較強。而本研究也希望透過與經銷商的關係維持與關係依賴，以及塑造良好的企業形象，來提高經銷商對該汽車玻璃供應商的再次購買的意願，也進而來提高與交易夥伴的信賴度。

所以，本研究參考多位學者的實證研究都指出，關係主義與關係依賴皆會影響交易夥伴的再購意願(Heide and George,1992、Shankar Ganesan,1994)，所以，汽車玻璃業如何提升交易夥伴的購買量，在此雙方關係的依賴與維護儼然成了最重要的指標。所以，企業要如何讓交易夥伴持續購買公司產品的意願，以保持企業的永續成長與持續經營，此乃本研究的動機之一。

大多數的企業也漸漸感覺到，塑造企業形象也會對於交易購買量的提升有所幫助，而隨著決策時的不確定性降低，形象良好的企業將較易取得經銷商的信任與好感，並增強經銷商對其產品或服務的購買意願；汽車玻璃供應商要如何去經營、維持自身的企業形象，且又獲得更高的利潤，此乃本研究動機之二。綜合上述，本研究以汽車玻璃維修業為例，探討關係主義、關係依賴與企業形象對組織再購意願之間的關聯性。

第二節 研究目的

本研究針對關係主義、關係依賴與企業形象三個關鍵因素影響組織再購意願達成企業穩定銷售量之因素，且本研究問題利用統計推論三者各別對於組織再購意願的影響與關聯性，而且進一步探討三者對組織再購意願是否有正向影響，且期望透過量化方式驗證此議題理論與實務密合。在實務上，本文研究者從事汽車玻璃產業多年，在與交易夥伴進行商業上的交易時，了解到雙方關係建立的重要性，如與交易夥伴保持依賴關係，就可擁有比較保障的銷售量，而企業本身的企業形象也是影響交易夥伴雙方來往的關係與再購意願，最終能夠建立關係主義、關係依賴、企業形象與組織再購意願之間可預測的模式，研究主要目的如下：

1. 利用文獻探討歸納出影響組織再購意願的主要因素。
2. 探討關係主義與組織再購意願有顯著相關。
3. 探討關係依賴與組織再購意願有顯著相關。
4. 探討企業形象與組織再購意願有顯著相關。

第三節 研究流程與架構

在研究背景與動機的激發下，本研究界定研究目的與範圍，接著蒐集與探討相關的文獻後，建立研究架構。根據研究架構設計問卷，之後進行問卷前測。藉由前測結果適度修改問卷內容，以確定各衡量問項的合適性。再利用問卷並進行資料收集，透過統計方法進行資料分析，最後根據研究結果提出研究的結論與建議。為配合上述研究目的之達成，本研究所制定的流程與步驟如下圖 1-1 所示。

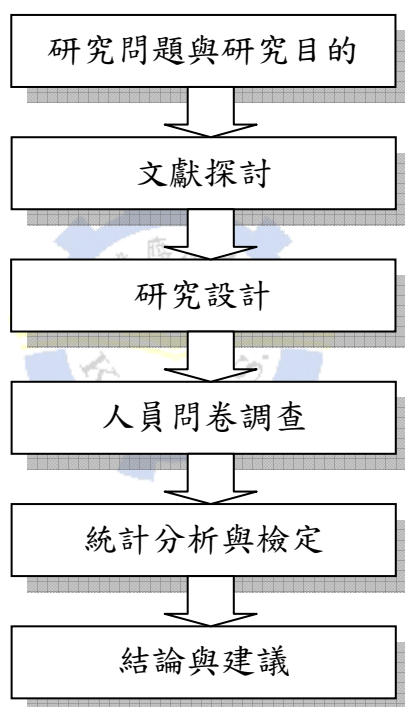


圖 1-1 本研究流程圖

資料來源：本研究整理

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