



國立高雄科技大學
企業管理系碩士班
碩士論文

企業形象、顧客公司認同及顧客投入對於再購意願之影
響-以星巴克為例

**The Influence of Corporate Image, Customer-Company
Identification, and Customer Engagement on
Repurchase Intentions - taking Starbucks as an example**

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中華民國 109 年 1 月

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企業形象、顧客公司認同及顧客投入對於再購意願之影響-以星巴克為例

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摘要

本研究發現過去探討再購再購意願之因素的前因變數不多，本研究主要針對顧客公司認同、企業形象與顧客投入等變數探討其對於再購意願的影響，以顧客投入作為中介變數，在選擇實證樣本時，以一年內曾經在星巴克消費的顧客為研究對象。

本研究共收回有效問卷共 137 份，利用迴歸分析，研究結果分述如下：(1) 顧客投入正向影響再購意願；(2) 顧客公司認同對顧客投入具有正向影響；(3) 顧客公司認同對顧客投入具有正向影響；(4) 企業形象對顧客投入具有正向的影響；(5) 企業形象對顧客公司認同具有正向的影響；(6) 企業形象透過顧客投入影響再購意願；(7) 顧客公司認同透過顧客投入影響再購意願，顧客投入在顧客公司認同、企業形象與再購意願之間具部份中介效果。根據研究結果，本研究提出相關建議。

關鍵字：顧客公司認同、企業形象、顧客投入、再購意願

The influence of corporate image, customer -company identification, and customer engagement on repurchase intentions - taking Starbucks as an example

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ABSTRACT

In the past, few studies have examined antecedents about identification of repurchase intention. This study focuses on the influence of customer company identification, corporate image and customer engagement on the repurchase intention, with customer engagement as a mediator variable. When choosing an empirical sample, the customers who used to spend in Starbucks within a year were selected.

A total of 137 valid questionnaires were retrieved in this study. Using regression analysis, the results are as follows: (1) Customer engagement positively affects repurchase intention; (2) Customer-company identification positively impacts on customer engagement; (3) Corporate image positively impacts on customer engagement; (4) The corporate image has a positive impact on customer company identity; (5) Corporate image and customer-company identification influences repurchase intention through customer engagement. Based on the research results, this study proposes relevant recommendations to firms.

Keywords: customer-company identification, corporate image, customer engagement, repurchase intention