



國立高雄應用科技大學
企業管理系碩士班
碩士論文

知覺服務品質與顧客參與對體驗價值
與行為意圖影響之研究
- 以便利超商自助服務科技為例

The Impact of Perceived Service Quality and Customer Participation on
Experiential Value and Behavior Intention
- A Case Study of SSTs for Convenience Stores

研究生：吳俊南

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摘 要

在現今的競爭環境中，傳遞服務品質被企業視為邁向生存與成功最重要的策略，近年來，針對服務品質與利潤的文獻愈來愈多，而現今研究最注重的另一種關係為服務品質與行為意圖，本研究最主要的目的為驗證整體的模型，為此，本研究提出了一個消費者行為意圖的綜合模型，基於消費者的知覺服務品質、體驗價值、顧客參與與公司的溝通策略，樣本蒐集自 7-11 統一超商自助服務科技用戶並使用 Amos 線性結構模式進行分析。

結果顯示，知覺服務品質對於體驗價值有正向的影響；知覺服務品質對顧客參與有正向的影響；顧客參與對於體驗價值有正向的輕微影響；體驗價值對於行為意圖有正向的影響；顧客參與對於行為意圖有正向的影響；在調節變數方面，經由高低溝通程度之巢型模式分析，發現在體驗價值與行為意圖的關係上，溝通策略具有調節效果，且低溝通策略程度的調節效果大於高溝通策略程度。

關鍵字：知覺服務品質、體驗價值、顧客參與、溝通策略、自助服務科技

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ABSTRACT

Delivering quality service is considered an essential strategy for success and survival in today's competitive environment. Recently, research on the relationship between service quality and profits has begun to accumulate, One such relationship-between service quality and behavioral intentions is the primary focus of our present research. The main purpose of this study was to validate the overall model. Thus, this research proposed an integrative model of SSTs consumer behavioral intention based on established relationships among perceived service quality, experiential value, customer participation and SSTs company's communication strategy, Data collected from the 7-11 SSTs users as analyzed using structural equation modeling (SEM) with AMOS 21.0

The result shows that perceived service quality have a positive impact on experiential value ; perceived service quality have a positive impact on customer participation ; customer participation have a slightly positive impact on experiential value ; experiential value have a positive impact on behavioral intention : customer participation have a positive impact on behavioral intention; For the moderator variables, using the Nest Correlation Model to analyze high and low level of communication, it is found that the communication strategy has the effect of moderator between the relationship of experience value and behavior intention, and the effect of the low communication strategy is greater than high communication strategy.

Keywords : Perceived Service Quality 、 Experiential Value 、 Customer Participation 、 Communication Strategy 、 SSTs