



國立高雄應用科技大學
企業管理系碩士班
碩士論文

共同生產、享樂價值及經濟價值對於顧客忠誠度之影響
—以自我效能為干擾變數

The effect of co-production, enjoyment value, and economic value on
customer loyalty – The role of self-efficacy

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指導教授：王崇昱 博士

中華民國 106 年 6 月

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**A Thesis
Submitted to
Department of Business Administration
National Kaohsiung University of Applied Sciences
In Partial Fulfillment of Requirements
For the Degree of Master of Business Administration**

**June 2017
Kaohsiung, Taiwan, Republic of China**

中華民國 106 年 06 月

共同生產、享樂價值及經濟價值對於顧客忠誠度之影響

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摘 要

過去影響顧客忠誠度因素的文章很多，但是將共同生產作為自變數以及將知覺價值分成享樂價值及經濟價值做為中介變數來探討的研究是較少的。由於近年來自助產品及服務越來越廣泛，因此了解消費者對自助產品與服務使用態度對企業本身即為重要，故聚焦此情境來進行消費者實證，並加入自我效能作為干擾變數進行實證。

本研究共計回收有效問卷為 279 份，經實證發現享樂價值及經濟價值在共同生產與顧客忠誠度間之關係存在中介效果；自我效能之干擾效果不存在。根據研究結果，本研究提出相關建議。

關鍵字：共同生產、知覺價值(享樂價值及經濟價值)、顧客忠誠度、自我效能

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ABSTRACT

In the past, many studies have focused on the factors affecting customer loyalty. However, few studies have explored the effect of co-production on customer loyalty via perceived value (enjoyment and economic value). Therefore, this study tries to examine the relationship mentioned above and set self-efficacy as the moderating variable. Besides, the study focuses on self-service/product and the questionnaires were sent in Kaohsiung area and via Internet.

A total of 279 valid questionnaires were collected. Empirical results show that Enjoyment value and economic value mediate the relationships between co-production and customer loyalty. Further, self-efficacy does not moderate the relationships mentioned above. Based on the results, some suggestions are proposed in this study.

Keywords : Co-production, Enjoyment value , Economic value, Customer Loyalty, Self-efficacy