

國立高雄科技大學
企業管理系碩士班
碩士論文

顧客導向與顧客忠誠度之關係——產品重要性及個人化的角
色

The Relationship between Customer Orientation and Customer
Loyalty: The Role of Product Importance and Product Individuality

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顧客導向與顧客忠誠度之關係

-產品重要性及個人化的角色

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摘要

本研究發現過去探討顧客導向對顧客忠誠度之關係的文章較少，本研究主要針對顧客導向及服務品質等變數探討其對於顧客忠誠度的影響，另外加入產品重要性及產品個人化作為干擾變數進行實證。

在選擇實證樣本時，以服務業當中的保險產業做為研究對象。本研究採用問卷調查法收集資料，以曾經購買過或接受過保險產品/服務的消費者為研究對象，回收有效問卷共 283 份，並以 IBM SPSS、Hayes (2013) PROCESS 進行資料分析。研究結果分述如下：(1)服務品質對於顧客忠誠度有顯著正向影響；(2)顧客導向對於服務品質有顯著正向影響；(3)顧客導向對於顧客忠誠度有顯著正向影響；(4)產品重要性強化干擾顧客導向與服務品質及顧客忠誠度之間的關係。根據研究結果，本研究將會提出相關建議以供保險公司作為參考。

關鍵字：顧客導向、服務品質、顧客忠誠度、產品重要性、產品個人化

The Relationship between Customer Orientation and Customer Loyalty: The Role of Product Importance and Product Individuality

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ABSTRACT

In the past, few studies have focused on the relationship between customer orientation and customer loyalty. This study mainly focused on variables such as customer orientation and service quality to explore its impact on customer loyalty. In addition, product importance and product individuality are set as moderating variables.

A total of 283 valid copies of the questionnaire answered by customers who had purchased insurance product/service were collected. Data was analyzed with IBM SPSS for Hayes (2013) PROCESS. Empirical results suggest that: (1) Service quality has a positive effect on customer loyalty. (2) Customer orientation has a positive effect on service quality. (3) Customer orientation has a positive effect on customer loyalty. (4) Product importance positively moderates the relationships between customer orientation and service quality as well as customer orientation and customer loyalty. These findings will provide significant theoretical contributions and managerial implications for insurance companies.

Keywords : Customer Orientation 、 Service Quality 、 Customer Loyalty 、 Product Importance 、 Product Individuality