



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

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-以高雄市建國商圈電腦公司為例

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the example of computer stores in Kaoshiung

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A Thesis

Submitted to

Institute of Executive Master of Business Administration
Department of Business Administration
National Kaohsiung University of Applied Sciences
In Partial Fulfillment of Requirements
For the Degree of Master of Business Administration

June 2013

Kaohsiung, Taiwan, Republic of China

中華民國 102 年 6 月

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摘要

自從 Apple 在 2008 年推出平版電腦 iPad 之後，衝擊個人電腦市佔率，導致個人電腦的銷售量逐年下滑；另大環境的不景氣與 IT 產品的推陳出新帶來的高汰換率，促使個人電腦的消費者逐漸往平板電腦與智慧型手機靠攏。面對此一競爭激烈的環境，仍然有電腦公司生存下來，並且營運順暢，本研究即是鎖定高雄市建國路電腦商圈的電腦公司，探究如何提高該區域電腦公司的存活率。本研究透過文獻探討與實證研究，探究建國路電腦公司的商店形象、信任、知覺價值與顧客忠誠度之間的關連性，並探討知覺價值之中界效果。

本研究總計回收 210 份有效問卷，由研究結果可發現，商店形象、知覺價值與信任對顧客忠誠度皆有顯著關係，且商店形象、知覺價值與信任各構面對顧客忠誠度之關係也達顯著；而知覺價值也有部分中介效果；因此，高雄市建國商圈之電腦公司若能在商店形象與信任上面加強，勢必對營運能有正面助益。

本研究分析結果提供以下建議：一、改善親切度，別讓顧客感覺成為待宰羔羊。二、加強信賴感的建立，讓顧客放心交付。三、增加價格優勢與提高品質穩定，以提昇顧客之忠誠度。本實證結果可提供高雄市建國商圈電腦公司業者擬定有效的行銷策略，讓競爭激烈的業者能有些許具體的營運方向，擬定策略及行銷決策管理之參考。

關鍵字：商店形象、信任、知覺價值、顧客忠誠度

The effects of store image , trust and perception value on customer's
loyalty - the example of computer stores in Kaoshiung

Student : Ying-Tzuo Lin

Advisor : Dr. Min-Li Yang

Institute of Executive Master of Business Administration
National Kaohsiung University of Applied Sciences

Abstract

Since 2008, Apple launched the iPad tablet computers, the impact of PC market share resulting in PC sales has been declining; another big downturn in the economy and IT product innovation of the high replacement rate, pc consumers are moving toward buying the tablet PCs and smartphones recently.

Faced with a highly competitive environment, there are company survived, and operation smoothly. The study of the survival rate of computer companies in the regional district computer companies on Jian Guo Road. In this study, through literature and empirical research to explore c Jian Guo Road's computer companies' store image, trust, perceived value and customer loyalty relationship and to explore the mediating effect on perceived value.

In this study, a total result of 210 valid questionnaires can be found, store image, perceived value on loyalty and trust Individually significant relationships, and store image, perceived value, customer loyalty and trust in the face of various dimensions of relationship are significant; while there are also some perceived value mediating effect; Therefore, the founding district of Kaohsiung City computer company if the store image and trust at strengthening operational capacity is bound to have a positive effect.

Our findings provide the following recommendations. First, improve friendliness don't let customers to be made scapegoats. Second, focus to build up trust to customer to be satisfied. Third, increase the price advantage and product of quality to improve customer loyalty. Based on the findings can provide Kaohsiung district computer company to study out market program, help them have some clear operational direction to make strategy and marketing decision in competitive environment to reference.

Key Words : Store image 、 Trust 、 Perception value 、 Customer Loyalty



第一章 緒論

第一節 研究背景

個人電腦組裝可以說是相當新興以及變化最快速的產業。1970 年代初期，Intel 發明了微處理器；之後，第一部大量生產的個人電腦，則為 1971 年由 Computer Terminal Corporation 所推出的 Datapoint 2200。緊接著在 1981 年 IBM 利用 Intel 發明的微處理器，製造了該公司的第一部個人電腦。從此，個人電腦開始從原來的垂直整合型寡佔產業變成了水平分工型的完全競爭產業(Grant, 2003)。

隨著時光荏苒，到了 2000 年之後，台灣最主要的個人電腦製造業者，如：鴻海、廣達、華碩、仁寶與明基，在當時締造了驚人的營業額，例如在 2004 年時各公司分別有：4,133 億、2,922 億、2,569 億、2,113 億、1,478 億新台幣的年營業額(參考各公司財務報表)。尤其是鴻海精密，想當初以精密模具起家，一路轉戰衝刺到連接器和準系統(barebone)成為全球級代工大廠。在 2004 年，廣達與仁寶更是全球筆記型電腦(notebook PC) 製造廠的第一名與第二名，合計佔有率超過全球製造量的 45%。當然，最驚人的就是華碩，在 2003 年當年主機板出貨量高達三千萬片，當時世界所售出的桌上型電腦當中，每四台就有一台是使用華碩的主機板，其實力進展更是令人吃驚！

個人電腦產業經歷了 1970 年代的導入期、1980 年代的成長期，個人電腦產業為了因應市場高度成長的需要，不斷提升生產效率、增加能量與降低製造成本之外，更不斷研發，以提供新產品上市，刺激消費者不斷產生的新需求。到了 90 年代中期，因個人電腦應用範圍不斷的擴大，行銷策略逐漸著重在吸引新顧客上。從 1970 年代開始，經過四十年的產業演

進發展，個人電腦產業逐漸轉型成為服務業。此外，消費者資訊與產品知識不斷增加，競爭者見利潤不錯，因此不斷進入市場，搶食大餅，使得吸引新顧客的成本不斷增加，企業開始對有價值顧客的維持投入心力。

Armstrong and Kotler (2002) 指出產品生命週期中，成長期進入成熟期的特徵是銷售成長率趨緩，有太多的製造商銷售過多的產品，於是行銷費用不斷增加，並且價格下降、利潤下跌與競爭激烈。因此，就目前的個人電腦產業已面臨生命週期的轉變，尤其在後 PC 時代的此時，業者必須要有不同於以往的行銷策略，才能在競爭的環境下茁壯發展。

到了 2008 年 Apple 推出了平板電腦 iPad 之後，個人電腦的市場不斷的被平板電腦以及智慧型手機侵蝕，原本龐大的擁護族群逐漸向手持式的平板電腦以及智慧型手機靠攏，因為這些創新的裝置不僅方便，更能提高工作效率，這對傳統的電腦產業來說，無疑是種打擊。

台灣近年來進入所謂的後 PC 時代 (Post-PC Era)，電腦公司面對的經營環境越來越嚴峻，以高雄市的建國電腦商圈為例，近幾年來哀鴻遍野之外，生存更是受到嚴重挑戰。因此，各電腦公司如何能在經營老客戶之外，還能不斷開發新客戶，成為生存與否的決勝關鍵。

因此，本研究希望透過研究商店形象、信任與知覺價值對顧客忠誠度的影響，尋找營運關鍵因素，希望藉此來幫助該商圈之電腦公司能永續經營。

個人電腦產業值得研究，主要原因可歸納為：(1)在台灣個人電腦組裝風氣盛行；(2)在台灣個人電腦為重要傳統產業；(3)個人電腦相關產品生命週期短，從成長期進入成熟期，行銷策略必須革新；(4)業者多為專業技術工程師出身，不擅長行銷，面臨被淘汰的危機。

在過去，經濟擴張的時代，需求不斷產生，快速成長的市場，企業可以實施「漏水桶」的策略來進行行銷：著重在吸引不斷產生的新顧客，用吸引新顧客來填補流失的老顧客。但因為科技的演進與環境的變化，企業

的經營策略必須求新求變。而且，人口結構逐漸老化的改變、經濟風暴之後經濟成長緩慢、競爭者增加、全世界大環境景氣不佳等不利因素，使得新的顧客越來越少，維護舊客戶成本也越來越高，企業行銷策略必須轉移至對重複購買顧客的關心，思考如何發展有利的顧客長期的關係 (Armstrong and Kotler, 2002)。



第二節 研究動機

當企業經營的外在環境改變時，為了維持利潤與永續經營，提高顧客忠誠度勢必是生存的關鍵之一。而本研究則針對高雄市建國路電腦商圈當中，電腦公司如何能提高商店形象，消費者如何在第一次消費時，憑著電腦公司所展現出來的形象，獲得消費者的親睞，則是本研究的動機之一。

以學者 Reichheld and Sasser (1990) 研究了九個服務性產業當中，可發現顧客維持率增加 5%，可以增加 25 至 125% 的利潤。在消費者行為的研究中指出吸引一位新顧客的成本超過留住一位滿意顧客的五倍 (Rosenfield, 1994; Fournier, Dobscha and Mick, 1998; Rasmusson, 1999)。另外 Taco Bell 公司認為一位顧客的終身價值超過 12,000 美金。無獨有偶的，對 Lexus 汽車公司來說，一位滿意的顧客一生購買金額會超過 600,000 美金。因此，不論任何業別，顧客忠誠度的建立，絕對是企業最渴望達成的策略性目標 (Lowenstein, 1997)。因此，在顧客上門之後，讓消費者信任其服務人員所提供的商品與服務，進而提高顧客忠誠度，確保電腦公司永續經營，則是本研究的動機之二。

當個人電腦產業已經轉變成為個人電腦服務業，因者產業轉型，成長率減緩與獲利壓縮，面對的挑戰就是必須從原來的吸引新顧客策略轉換為留住老顧客，然而如何讓消費者的知覺價值提高，亦即對電腦公司提供的產品或服務提高評價，甚至能建立好口碑，進而介紹給他人，建立高度顧客忠誠，則是本研究的動機之三。

綜合上述，本研究希望能以高雄市建國商圈電腦公司為例，探討商店形象、信任、知覺價值與顧客忠誠度之間的關連性。

第三節 研究目的

在個人電腦產業已經轉型成為服務業的現今，建國路電腦商圈的電腦公司不僅僅要提升商店形象，還得博取客戶的信任，並且在服務顧客之後能提升其店家在顧客心中的價值，進而創造顧客忠誠度，形成好口碑，甚至能介紹朋友蒞臨消費，如此不止能創造利潤，還能增加競爭力，在其高度競爭的電腦商圈環境之下，以及一片不景氣的大環境當中創造藍海，而不是落入無止境的價格戰當中。本文依據前述之研究動機，擬定下列之研究目的：

- 一、探討商店形象對知覺價值與顧客忠誠度的影響關係為何。
- 二、探討信任對知覺價值與顧客忠誠度的影響關係為何。
- 三、探討知覺價值對顧客忠誠度的影響關係為何。
- 四、探討商店形象是會否透過知覺價值之中介效果，而間接影響顧客忠誠度。
- 五、探討信任是會否透過知覺價值之中介效果，而間接影響顧客忠誠度。

第四節 研究流程

本研究流程如圖1-1-1所示，說明如下：首先確定研究主題的方向，並依據研究動機及目的，蒐集研究變數的相關文獻，並進行閱讀、整理、分析、歸納，以確定研究架構與研究假說；根據研究架構，並參酌專家意見以編製問卷初稿，開始進行問卷預試、信度檢定後，編修而成正式問卷；問卷回收後，將無效問卷摒除後，針對各項統計結果進行分析、探討並作成研究結論與建議。



圖 1-1-1 研究流程圖

第五節 論文架構

本研究論文共分為五大章節，各章節所涵蓋的內容分別說明如下。

第一章緒論，陳述本研究之背景與動機，再進一步衍生出本研究之研究目的及研究流程。最後，介紹本研究之論文章節架構。

第二章文獻探討，主要係探討商店形象、信任、知覺價值、顧客忠誠度及各變數間之影響性。並針對上述相關文獻進行蒐集、整理與研討，再依據研討的結果，成為本研究架構之建構與假說的基礎。

第三章研究方法，主要針對本研究架構之建立進行說明，以及各研究變數之操作型定義與衡量方法。將依據本研究目的，擬定研究假說，進一步設計問卷的內容與確立抽樣的架構，最後說明本研究之資料分析方法。

第四章研究結果，主要係針對本研究回收的問卷進行分析。首先進行信度與效度檢定，接著敘述回收樣本基本資料及各變數與各問項之敘述性分析。最後則針對研究目的，採用不同的統計檢定方法，以驗證本研究的假說，並對分析結果進行解釋。

第五章結論與建議，主要針對第四章資料分析與研究的結果進行探討，並回應本研究目的，提出結論與建議。最後，說明本研究的限制與建議未來的研究方向。

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