



國立高雄應用科技大學
企業管理系碩士在職專班
碩士論文

氣氛、正向情緒、知覺價值與再購意願之關聯性研究—
先前經驗的角色

A Study on the Relationships among Atmosphere, Positive emotion,
Perceived Value and Repurchase Intention: The Role of Prior
Experience

研究生：葉政翰

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學生：葉政翰

指導教授：王崇昱 博士
國立高雄應用科技大學
企業管理系副教授

國立高雄應用科技大學企業管理系碩士在職專班

摘 要

過去探討影響再購意願之因素研究甚多，本研究主要針對氣氛及正向情緒與知覺價值等變數探討其對於再購意願的影響，以知覺價值及正向情緒為中介變數，另再加入先前經驗為干擾變數。在選擇實證樣本時，以台南地區某複合式餐廳之消費者做為研究對象。

本研究共收回 170 份有效問卷，利用迴歸分析發現知覺價值對再購意願有顯著正向影響，氣氛及正向情緒對知覺價值皆有顯著正向影響；知覺價值在氣氛及正向情緒與再購意願之間，具有部分中介效果存在；正向情緒在氣氛與再購意願之間，具有部分中介效果存在，先前經驗在氣氛、正向情緒、知覺價值與再購意願間的正向干擾不存在。根據研究結果，本研究提出相關建議。

關鍵字：氣氛、正向情緒、知覺價值、再購意願、先前經驗

A Study on the Relationships among Atmosphere, Positive emotion, Perceived Value and Repurchase Intention: The role of prior experience

Student : Cheng-Han Yeh

Advisors : Dr. Chung-Yu Wang

Department of Business Administration
National Kaohsiung University of Applied Sciences

ABSTRACT

In the past, many studies have focused on the factors affecting repurchase Intention. This study wants to explore the effect of atmosphere, positive emotion and perceived value on Repurchase Intention. Perceived value and positive emotion are set as the mediating variables while prior experience as the moderating variable. The customers of the compound Restaurant in Tainan are the subjects for the empirical study.

A total of 170 valid copies of the questionnaire were collected. Using the regression analysis, it was found that perceived value had significantly positive effect on repurchase intention. Atmosphere and positive emotion had significantly positive effects on perceived value. Perceived value partially mediated the relationships among atmosphere, positive emotion and repurchase intention. Positive emotion partially mediated the relationship between atmosphere and Repurchase intention. Prior experience does not moderate the relationships among atmosphere, positive emotion, perceived value and repurchase intention. Based on the above results, some suggestions are proposed in this study.

Keywords : Atmosphere, Positive emotion, Perceived Value, Repurchase Intention, prior experience

第一章 緒論

第一節 研究背景與動機

臺灣經濟快速發展、國人生活型態產生轉變、近年來台灣單身、婦女就業人口攀升，促使外食比例攀升，造成國內外食需求旺盛，促使餐飲產業穩定成長。外食消費金額占家庭食品消費支出方面，以家庭為單位的外食消費比重增加了兩成，顯示當「老外」的家庭及人口不斷在增加中(徐仁全，2007)。加上臺灣日趨於國際化，許多國外知名的餐飲業加入臺灣市場，讓餐飲業更多元化，而且外食比自家煮食還要經濟便宜，造成餐飲業迅速發展。

根據行政院主計總處統計資料，近年來我國每一個家庭在餐廳及旅館支出的金額逐年提高，從98年的6萬6千元，上升至102年的7萬9千元；而其占家庭消費性支出的比重也從9.37%，提高到10.57%，但近兩年的比重則有趨緩的情形。

台灣自從 1988 年開始，從事服務業產業人口正式超越從事工業的數量，成為人口總數最多的產業類別。其中餐飲業在近年蓬勃發展，眾多單店經營及連鎖店紛紛出現，集團化經營模式與訂定內部規範提升服務品質成為各家餐飲業爭相模仿的方式，也促進了產生許多餐飲品牌的快速展店。根據台北市政府衛生局的餐飲評鑑報告，國內的餐飲業大致可分為觀光飯店、餐廳、自助餐和便當業、冷飲業及攤販五大類，在過去十年間，台灣餐飲市場的整體營業額每年均為成長，根據經濟部統計(2015)，每年餐飲業總體營業額從 2005 年的近2894 億元增至 2014 年的 4129 億元，顯示台灣餐飲業正在蓬勃發展中，然而，餐飲業者間之競爭激烈，如何提升競爭力及顧客再購意願是個重要的研究議題。

Pullman 與Gross (2004) 表示，一個服務企業的成功關鍵要素在於提升顧客的再購意願或忠誠行為，特別是在餐旅產業等服務機構。顧客感到滿意不僅能成為企業的忠誠顧客，其往往亦是企業的良好宣傳者。當顧客願意再度光臨或是為企業創造良好的口碑，有助於業者成為最優質的企業 (Olorunniwo, Hsu & Udo, 2006)。在餐飲業，用過餐的顧客推薦、或是熟客的再次光臨，是維持穩定收入的重要因素，Kotler (1994) 提出吸引新顧客的成本遠高於維持現有顧客成本的概念，可以看出再購意願對顧客關係的重要性。

回顧國內外學者針對再購意願，知覺價值，如：Monroe (1990)之研究、商店形象，如：Fisk, Mary & Stephen(1993)之研究，這幾項議題的相關研究可以得知，影響再購意願的因素是很多，然而欠缺考慮其他重要變數，如正向情緒及先前經驗。尤其是正向情緒對於知覺價值的影響研究較少，當人在情緒好時，可能對於某些事物或看法有較正面的感受 (Brabender, 1979)。許心怡(2006)驗證良好的服務場景設計會影響消費者產生正面情緒，而提供良好的核心服務和人員服務會影響消費者獲得的知覺價值，消費者有正向情緒和知覺價值確實可提升滿意度，並進一步可使顧客再惠顧。以餐廳經營角度來看，了解消費者在有正向情緒是否影響知覺價值並進而影響再購意願對餐飲業者極為重要，所以納入此變數並進行消費者實證。然而，引發正向情緒的因素之一，可能是氣氛，如：Liu & Jang(2009)研究指出餐廳用餐氣氛，包括內部設計、氛圍、空間規劃以及人員因素都會對於顧客的情緒反應以及之後的行為意願有影響。此外，過去探討氣氛與再購意願之間關係的研究，部分以知覺價值為中介變數偏重，如 Babin, Darden, & Griffin (1994) 指出商店氣氛會提高知覺價值，進而影響購買決策。廖俐婷 (2013)的研究發現 餐廳氣氛對知覺價值有顯著的影響效果，並且會透過知覺價值影響再購意願。更進一步地，本研究將「先前經驗」當成干擾變數，先前有些研究將先前經驗當干擾變數，如：

林裕豐(2013) 研究顯示，功能一致性對顧客態度在多用餐經驗的顧客比少用餐經驗的顧客有更多的影響，亦即經驗可能正向干擾功能一致性對態度的影響，因此本研究認為先前經驗可能正向干擾氣氛、正向情緒及知覺價值對於再購意願的影響，簡言之，本研究探討重點是以正向情緒對於知覺價值是否導致知覺價值的提升影響再購意願，此外，正向情緒與氣氛是否會透過知覺價值的影響在購意願。以先前經驗為干擾變數，來探討知覺價值、氣氛及正向情緒對再購意願影響，根據研究結果，希望能提供餐廳經營上的建議與幫助。



第二節 研究目的

基於上述研究背景及動機，本研究欲探討之目的如下：

- 一、探討氣氛分別對於正向情緒、知覺價值與再購意願之影響。
- 二、探討正向情緒對於知覺價值及再購意願之影響。
- 三、探討先前經驗是否干擾上述關係。



第三節 研究流程

首先在研究背景與動機的激發下，奠定了本研究的相關目的、研究範圍與研究對象，緊接著蒐集相關文獻、相關文獻探討後，並建立研究架構。本研究流程圖如 1-1 所示，分述準備階段、執行階段及完成階段如下：



圖 1-1 本研究之流程圖

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