

論文名稱：體驗行銷、服務品質對顧客滿意度影 總頁數：131

響之研究：以體驗價值為中介變數

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論文提要內容：

傳統行銷強調產品或服務的方式，已經無法滿足現代消費者的體驗需求。因此，體驗行銷行成了行銷領域中的一個重要研究趨勢，並已逐漸被廣泛地應用在各種產業中。有鑑於此，本研究以體驗行銷之觀點，探討服務品質、體驗價值、顧客滿意度各變數間相互影響及所產生的研究結果。研究的對象為美容 SPA 產業之消費者，研究問卷總共發放了 379 份，有效問卷則回收了 342 份，問卷回收率為 90%。

研究的結果顯示，體驗行銷與顧客滿意度之間為正向關係，服務品質與顧客滿意度之間亦為正向關係，而體驗價值與顧客滿意度間亦具有正向的關係，更進一步發現，體驗價值對體驗行銷與顧客滿意度之間具有中介之效果，而在體驗價值對服務品質與顧客滿意度之間亦具有中介之效果。對此項結果，提出對學術界與實務界之建議，期盼可為學術界與實務界提供具價值性之貢獻及參考。

關鍵字：體驗行銷(experiential marketing)，服務品質(service quality)，體驗價值(experiential value)，顧客滿意度(customer satisfaction)。

A Study for the Effect of Experiential Marketing and Service
Quality on Customer Satisfaction: Experiential
Value as the Mediator Variable

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ABSTRACT

The way of traditional marketing, focused on product or service, cannot satisfy what consumers need on feelings anymore. Experiential marketing has become an important tendency in the field of marketing, and it has been generally practiced in many industries. Therefore, this research is mainly based on experiential marketing. Furthermore, the relationships between each variable are also discussed. The samples of this research were collected from the consumers who used to experience the SPA. 379 research questionnaires were spread out, and the valid samples are 342 (90%).

The outcome of the research are as follows: First, experiential marketing positively effects on experiential value and customer satisfaction. Second, service quality positively effects on experiential value and customer satisfaction. There are also two important discoveries on this research: 1. Experiential value intermediately effects the relationship between experiential marketing and customer satisfaction. 2. Experiential value intermediately effects the relationship between service quality and customer satisfaction. In conclusion, this research provides several suggestions for management and academic research.

Key Words: experiential marketing, service quality, customer satisfaction, experiential value