

服務品質、關係行銷與顧客忠誠度關係之研究－以台南上閣屋為例
**The Study on the Relationship among Service Quality, Relationship Marketing,
and Customer Loyalty – A Case of Jogoya Restaurant in Tainan**

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摘要

本研究以台南地區的上閣屋消費者為對象，探討上閣屋服務品質、關係行銷與顧客忠誠度之間的關係，亦即檢視關係行銷在服務品質與顧客忠誠度之間的中介效果。研究結果發現，上閣屋的服務品質對關係行銷有顯著的正向影響，關係行銷對顧客忠誠度有顯著的正向影響，關係行銷在服務品質與顧客忠誠度之間有顯著的中介效果，亦即上閣屋業者可藉由服務品質提昇關係行銷，進而提高顧客忠誠度。最後，根據研究結果提出結論與建議，以提供業者日後餐廳營運之參考。

關鍵詞：服務品質、關係行銷、顧客忠誠度、上閣屋

Abstract

The purpose of this study is to explore the relationship among service quality, relationship marketing, and customer loyalty of customers with Jogoya restaurant in the area of Tainan. In other words, it is to examine the median effect of relationship marketing between service quality and customer loyalty. Empirical results indicate that service quality of Jogoya restaurant is significantly positive related to relationship marketing of Jogoya restaurant. Relationship marketing of Jogoya restaurant is significantly positive related to customer loyalty of Jogoya restaurant. That is, there is a significant median effect of relationship marketing between service quality and customer loyalty. It means that the manager of Jogoya restaurant can use service quality to raise relationship marketing and further to promote customer loyalty. Some implications and suggestions will be offered for the manager of Jogoya restaurant on the empirical results.

Keywords: Service Quality, Relationship Marketing, Customer Loyalty, Jogoya Restaurant