

服務品質、關係品質及顧客滿意度之關連性-以新竹縣地區農會為例

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摘要

The purpose of this study is to explore the relationship among service quality, relationship quality and customer satisfaction of the farmers' association. Farmers' Association is an organization to provide deposit account, agricultural product marketing, insurance and loan. In the recent year, customers' knowledge is higher than few years ago, customer will demand for better service. For this reason, Farmers' Association has to promote service quality to conform to customers' requirements. This research conducted 400 questionnaires, and valid questionnaires were 319 samples. Questionnaires were analyzed reliability, t-test, regression analysis, and coefficient variation analysis. The results of this research are as it follows: (1) service quality has the significantly positive influence on relationship quality. (2) Service quality has the significantly positive influence on customer satisfaction. (3) Relationship quality has the significantly positive influence on customer satisfaction.

關鍵字：Service Quality, Relationship Quality, Customers Satisfaction, P. Z. B.