

房屋仲介業網站服務品質、顧客滿意度與購買意願之關聯性研究

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摘要

The rise of the Internet has brought real estate industry new development opportunity. Nowadays, the rapid growth of real estate websites has led to fierce competition between one another, resulting in continuous service innovations on the websites for the purpose of increasing transaction volume by enhancing service quality, customer satisfaction, and purchase intention. Therefore, it is very important to draw clients' attention and encourage them to browse real estate websites. With questionnaire surveys, the paper locates well-known real estate websites in Taipei metropolitan area as the scope of research. Focusing on clients browsing real estate websites in Taipei metropolitan area, the paper conducts the research about "A study on the relationships between service quality, customer satisfaction and purchase intention on real estate websites," hoping to provide real estate websites and relevant organizations more references on management. According to the results, "website service quality" has obvious positive relationship toward "customer service;" "website design/usability" has obvious positive relationship toward "customer satisfaction;" "security/ reliability" has obvious positive relationship

toward “customer satisfaction;” “convenience” has obvious positive relationship toward “customer satisfaction;” “communication” has positive relationship toward “customer satisfaction;” “customer satisfaction” has obvious positive relationship toward “purchasing intention;” “website service quality” has obvious relationship toward “purchasing intention;” there are mediating effects on the relationships between “customer satisfaction” toward “website service quality” and “purchasing intention.”

關鍵字：Real Estate Brokerage, Website, Service Quality, Customer Satisfaction,