

網路書店服務品質影響消費者滿意度及消費者購買意願之程度

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摘要

World Wide Web has developed popularly in everywhere and everyday people since 1997; this research considers network bookstores shopping, cutting edge and clever approach. Its revolution may become a trend around the world and will render the models and principals of traditional shopping market. The network bookstores are 24.2% less than clothing 46.24% and electronic products 25.22% in the entire network shopping market. This study explores the relationships among service quality, customer satisfaction and customer repurchase in the network bookstores market by regression and one-way ANOVA methods analysis. The results and findings suggest that service quality, customer satisfaction and customer repurchase existing positive correlation in the network bookstores market provides critical or potential implications and recommendations for network stores in future research and practice.

關鍵字：Keyword: Network bookstores, Service quality, Customer satisfaction, Customer repurchase