

服務業顧客價值構念之研究

A Study of Customer Value Construct of Service Industry

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摘要

為補足先前研究探討服務業顧客價值構念之缺口，本研究目的旨在彙整不同觀點之顧客價值文獻與衡量構面，並對國內服務業不同業種進行問卷調查與資料分析，以瞭解不同業種之受測者(顧客)對顧客價值不同構面所產生之認知差異性為何。本研究針對高屏及台南地區之百貨公司、便利商店及量販店等三大不同服務業業種的顧客進行抽樣調查，總共取得 450 份問卷。研究結果發現，顧客價值之不同變數(含功能價值、社會價值、情感價值、認知價值、情境價值、主動動價值、享樂價值)在百貨公司、便利商店及量販店等不同服務業公司之顧客之平均值有所差異。另外，百貨公司、便利商店及量販店等服務業公司在顧客價值各自不同變數之平均值亦有所差異。進一步地，本研究發現百貨公司、便利商店及量販店等三大服務業業種合計之平均值分析結果，情境價值最高，功能價值次之，其次依序為主動價值、享樂價值、情感價值、社會價值，及認知價值。此些研究結果，可作為建構服務業顧客價值關鍵因素之參考依據。最後，本研究提出管理意涵、命題發展，及針對服務業者提出七項如何提升服務業顧客價值之經營管理策略相關建議。

關鍵詞：顧客價值、服務業、百貨公司、便利商店、量販店

ABSTRACT

To bridge the gap of past studies in the customer value construct of service industry, the purpose of this research is attempting to summarize literature and dimensions of different perspectives of customer value. Besides, this research attempts to investigate the customers of domestic service industry and understand the customer's perceived difference of customer value. Empirical analysis was then performed based on the sample data of 450 questionnaires collected from the customers of department store, convenient store, and hypermarket of Kaohsiung, Pingtung and Tainan area in Taiwan. The results revealed that: there is mean different customer's perceived difference of department store, convenient store, and hypermarket in different customer value variables (i.e. functional value, social value, emotional value, cognitive value, situational value, aggressive value and enjoyable value). In addition, there is also customer's perceived difference of different customer value variables in department store, convenient store, and hypermarket. Furthermore, this research found that the mean priority (i.e. situational value, functional value, aggressive value, enjoyable value, emotional value, social value and cognitive value) of each dimension of customer value of department store, convenient store, and hypermarket of service industry. These research results can provide the reference of key factor of increasing service industrial customer value. Finally, this research provides managerial implications, proposition developments and seven suggestions of strategic management for increasing customer value of service industry.

Keywords: Customer value, Service industry, Department store, Convenient store, Hypermarket