

# 臺灣 3C 產品在印度市場之維修服務品質 與顧客忠誠關係之研究－關係品質之中介 效果

## The Study for the Relationships between Repairing Service Quality and Customer Loyalty, and the Mediating Role of Relationship Quality: An Example of Taiwanese 3C Brands in Indian Markets

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## 摘要

臺灣 3C 產品品牌數十年來在國際間具有相當高的評價。維持消費者對於品牌忠誠是重要的課題。除了產品本身的功能品質外，品牌的維修服務品質更是廠商與客戶之間關係維繫的關鍵因素。本研究目的在於了解臺灣 3C 品牌開拓國際市場時，維修服務中心的維修服務管理，對於和顧客間關係品質之提升與顧客忠誠的影響。本研究調查印度市場曾在臺灣 3C 產品維修經驗的組織市場客戶為研究對象，共收集 344 份有效樣本進行研究假設驗證。實證結果發現，維修服務品質對關係品質、維修服務品質對顧客忠誠具有正向顯著影響，滿意、信任、承諾皆具有中介效果。最後，本研究提出研究結果，作為臺灣 3C 產品品牌在南進印度市場時，提升維修服務品質以強化競爭優勢之策略參考。

**關鍵字：**維修服務品質、關係品質、顧客忠誠

## ABSTRACT

The 3C products in Taiwan have been highly valued in the international markets for decades. How to maintain the brand loyalty of consumers has become a very important issue. In addition to the functional quality of product itself, the brand's repairing service quality is also a key factor to maintain the relationship with customers. The study aims to understand the repairing service quality in service center of Taiwanese brand when it develops the international markets, and how to increase the relationship quality and the influence on the brand loyalty of consumers. This study surveys the organization market clients who have Taiwanese 3C products repairing experiences in Indian and collects 344 valid samples to test hypotheses. The empirical results indicate that there has significance positive relationships between repairing service quality, relationship quality and customer loyalty. The satisfactory, trust and commitment these three variables have mediating effects. Finally, the study concludes the results, and as the strategy basis of repairing service quality improvement to strengthen competitive advantage of Taiwanese 3C products brands entering into the Indian markets.

**Keywords:** Repairing service quality, Relationship quality, Customer loyalty