

服務接觸中顧客公民行為之概念與衡量發展

Concept and Measurement Development of Customer Citizenship Behavior in Service Encounters

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摘要

本研究以服務接觸為範疇，分別從服務組織、服務提供者、其他顧客與實體環境等角度來探討顧客公民行為的概念化定義及內涵。並以醫療業及旅遊業為例，深度訪談產業中真實第一線服務人員以及顧客，經 Q-Sort 及因素分析等程序，獲得醫療業共 6 構面 20 題項、旅遊業共 5 構面 16 題項，具良好信度與效度之顧客公民行為量表。本研究更發現，顧客公民行為之基本內涵並不隨產業而異，但產業之慈善性質卻會造成關鍵差異。過去雖有研究提出顧客公民行為的定義與衡量工具，但並無法充分反映該概念的精確內涵與整體服務接觸的精神；因此，本研究以完整服務接觸為範疇發展顧客公民行為之概念化與衡量，實則彌補了現有研究的不足，也為後續相關研究提供良好的基礎工具。

關鍵字：顧客公民行為、衡量、服務

ABSTRACT

This research aims to understand the meaning and scope of customer citizenship behavior from the viewpoints of all elements of a service encounter including first-line service providers, other customers, physical environment, and service organization. This research first proposes a conceptualization of customer citizenship behavior, then uses health care industry and tourism industry as examples and employs Q-sort technique to develop a scale to measure this construct. A 6-dimension 21-item scale for health care industry and a 5-dimension 16-item scale for tourism industry are obtained. As the result demonstrated, the basic content of customer citizenship behavior remains the same across different industries; however, the “charity” character of an industry does make critical differences. By providing a conceptualization composing the viewpoints of all elements of a service encounter and developing a measurement with good validity and reliability, this research builds a foundation for further research on this topic.

Keywords: Customer citizenship behavior, Measurement, Service