

# 眼鏡業服務人員專業能力與情緒能力對顧客忠誠之影響—以關係品質為中介

## The Impact of Professional Competence and Emotional Competence of Glasses Salesperson on Customer Loyalty-Relationship Quality as a Mediator

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## 摘要

零售業服務人員是企業最重要的資產，也是創造顧客價值與競爭力的核心，其專業能力會影響顧客的服務品質。然而門市服務業工作繁瑣、服務時間長及顧客需求多元等特性，服務人員的情緒能力往往會影響顧客在服務過程的體驗，進而影響顧客的關係品質及再購與口碑意願。環顧國內外學者對於零售業服務人員的專業能力、情緒能力與顧客忠誠之間關係的研究頗為少見，且未進行整合探討。本研究試圖以消費者角度，透過問卷調查探討眼鏡零售業服務人員的專業能力、情緒能力對關係品質及顧客忠誠的影響，獲得有效問卷 366 份進行分析，實證結果得知：(1)眼鏡零售業服務人員的專業能力、情緒能力對關係品質有正向顯著影響，(2)服務人員的關係品質對顧客忠誠意願具有正向影響，(3)關係品質在服務人員的專業能力與情緒能力對顧客忠誠意願的關係中具有中介效果。最後，本研究據以提出管理意涵，以為眼鏡零售業之參酌。

**關鍵字：**專業能力、情緒能力、關係品質、顧客忠誠

## ABSTRACT

Salesperson is not only the most important assets, but also the core of customer value creation and competitiveness. The professional competence of salesperson will influence customers' service quality. With the characteristic of repetitive work, long working time and diversity of customers' needs, the emotional competence of salesperson will influence customers' experiential quality of service process, relationship quality, word-of-mouth, and repurchase intention.

Formerly, there were little empirical studies focusing on the relationships of salesperson's professional competence, emotional competence and customer loyalty. This research tried to explore the relationships among salesperson's professional and emotional competence, relationship quality and customer loyalty. The empirical results of this study showed that: (1) Salesperson's professional competence and emotional competence had significant positive effects on relationship quality, (2) Relationship quality had a positive effect on customer loyalty, (3) Relationship quality had a mediate effect on the relationships of salesperson's professional competence, emotional competence, and customer loyalty.

**Keywords:** Professional competence, Emotional competence, Relationship quality, Customer loyalty