

商店形象、服務品質、知覺風險與購買意願 關係之研究

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摘 要

隨著國內餐飲市場的蓬勃發展，國內餐飲市場競爭非常激烈，了解消費者需求是餐飲業者競爭與留住消費者的關鍵因素。本研究欲探討商店形象、服務品質、知覺風險對消費者購買意願之影響，並了解其關係模式，以做為餐飲業者行銷與顧客關係管理的參考。

本研究根據相關之文獻，建構出研究架構，並透過實證研究，以驗證本研究提出之假設。本研究以曾經到過西堤或陶板屋餐廳用餐消費的彰化縣國中教師為研究對象，總計回收有效樣本 257 份，並運用 SPSS20.0 及 AMOS21.0 統計軟體進行資料分析及驗證。

研究結果發現：一、服務品質愈好，商店形象愈高。二、服務品質愈好，知覺風險會顯著降低。三、商店形象愈好，知覺風險會顯著降低。四、商店形象愈高，購買意願愈高。五、知覺風險愈低，購買意願愈高。六、服務品質愈好，購買意願愈高。

本研究最後提出結論以及後續研究建議，並對餐飲業者如何提高商店形象與服務品質，降低知覺風險，進而有效提高消費者購買意願之做法提出經營管理建議。

關鍵詞：商店形象，服務品質，知覺風險，購買意願

A Study on the Relationships among Store Image, Service Quality, Perceived Risk and Purchase Intention

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Abstract

With the flourishing development of the domestic catering market, the marketing competition of catering industry is fierce. Comprehending customers' needs is the key factor for catering industry not only to compete with but also to keep customers' purchase. The current study tends to investigate that store image, service quality, and perceived risk influence on customers' purchase intention to clarify the relationships among them. Based on the findings, suggestions are proposed to related enterprises for reference.

According to relevant literatures, the current study proposed an integrated research framework. Empirical evidence was employed to verify the proposed hypotheses of the study. A questionnaire survey was conducted on the customers of two restaurants- TASTY and Tokiya. A total of 257 valid questionnaires were retrieved. SPSS 20.0 for Windows and AMOS 21.0 were employed for data analysis and verification.

The results of the current study revealed that :

1. Service quality had a significantly positive effect on store image.
2. Service quality had a significantly negative effect on perceived risk.
3. Store image had a significantly negative effect on perceived risk.
4. Store image had a significantly positive effect on purchase intention.
5. Perceived risk had a significantly negative effect on purchase intention.
6. Service quality had a significantly positive effect on purchase intention.

Conclusions and suggestions for future research are discussed and offered. For the managers of catering industry, in particular, specific suggestions-enhancing store image and service quality, and reducing perceived risk to effectively boost customers' purchase intention-are proposed

Key words: store image, service quality, perceived risk, purchase intention