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| 論文中文摘要： | 在金融海嘯之後，經營保險業務的大環境愈來愈艱難。要如何維持既有客戶並且吸引新進客戶是保險業最重要的課題。為了同時達到維持與開發兩項業務目標，有很多保險公司選擇與其客戶建立穩固的關係。 本篇研究分析了從信任到知覺價值之間的因果關係。信任是一個複雜的心理因素，不容易建立，維持則更加困難。但信任卻是人際之間的服務關係之中一個不可或缺的關鍵因素。信任是關係品質其中一個關鍵要素，本篇研究採用此變數作為關係行銷到知覺價值之間的中介變數，其中又將信任細分為情感信任與認知信任。 |
| 論文外文摘要： | For the macro environment had been more and more difficult for running insurance business after the financial crises, how to maintain the old customers and attract the new has been the most important issue in the insurance industry. To achieve the goal of maintaining and development, a great deal of companies chose to establish valid relationship with their customers. The causal relationship between trust and perceived value is analyzed in this thesis. Trust is a sophisticated psychological element and it’s difficult to build up and maintain. But it plays an inevitable role in the interpersonal service relationship. Affective trust and cognitive trust are considered to be useful mediating variables between relationship marketing and perceived value since trust is one key factor of relationship quality. |