

國立臺北大學九十七學年度第二學期碩士學位論文提要

論文題目：台灣航空業建置顧客關係管理系統決定因素及其對搭乘意願影響之研究

—以關係品質與關係價值觀點之分析

論文頁數：151 頁 所組別：國際企業 系(所) (學號：79635112)

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論文提要內容：

台灣地區航空業近年來因網際網路盛行、經營顧客關係管理理念快速展開，航空業面臨外在環境快速變遷及同業競爭激烈之態勢，有必要將顧客所需服務內涵納入整個體系中，而建置顧客關係管理系統，正是該項行為與活動之體現，此亦可進一步去維繫乘客網絡並保持良好關係以及提高經營績效。基本上，航空業為有效建置顧客關係管理系統，有必要瞭解航空建置顧客關係管理系統以及與乘客間的關係品質、關係價值之聯結，進而提升顧客滿意度並形成顧客忠誠度。本研究擬以搭乘國內航空班機的乘客為對象，並以其角度觀察航空公司實施顧客關係管理的成效，同時以關係品質、關係價值為中介變項，藉以探討顧客關係管理的實施對乘客搭乘意願之影響，冀期以此一研究結果提供航空公司未來營運之參考依據。

本研究是採問卷的方式來進行人口統計變數、信度與效度檢測、重要度—滿意度交叉分析、因素分析、LISREL…等相關計量方法進行實證分析，發現關係價值與關係品質確實是顧客關係管理影響乘客搭乘意願的中介變數。依據本文結果所獲資訊，確能提供航空公司制定行銷策略以及乘客搭乘策略之擬定。

關鍵字：航空公司、顧客關係管理、關係品質、關係價值、搭乘意願

ABSTRACT

A Study on the Relations between Customer Relationship Management and Passenger Traveling Intension via the Relationship Quality and Relationship Value :

A Case of Taiwan Airline Companies

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August 2009

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Due to the expanding of the internet service and customer relationship management, the airline companies in Taiwan face the rapidly changing and competitive environment. It is important for airline companies to install the customer relationship management system which can easily connect the relationships between airline companies and passengers. However, the airline companies will maintain the satisfaction and loyalty of the passengers, they need to emphasize their services which can promote the relationship quality and relationship value for airline companies and passengers.

Basically, the purpose of this study is to investigate the linkage and examine the relationships between customer relationship management and passenger traveling intension via relationship quality and relationship value.

Data have been collected in the form of a questionnaire. Reliability, validity, importance-satisfaction, factor analyses were conducted. According to the results of LISREL, we discovered that relationship quality and relationship value are truly the mediating variables of the effect of customer relationship management on passenger traveling intension. The results of the empirical study are of practical use in terms of the creation of marketing strategies to airline companies. Furthermore, suggestions are also made to passengers.

Keywords: Airline; Customer Relationship Management; Relationship Quality;
Relationship Value; Traveling Intension