

題目	企業形象、服務補救期望與補救滿意度關係之研究
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摘要	企業形象對顧客維持之影響為服務行銷重要議題，惟在服務補救領域較少被深入討論。一般認為良好形象企業應會有較好之服務補救滿意度，但依據服務品質不一致理論推論：良好形象企業會使顧客產生較高期望水準，是否因而可能造成較低之服務補救滿意度？本研究使用實驗法，以 2 種企業形象和 3 種服務補救措施，共 6 個實驗方格進行調查。研究結果顯示：企業形象與服務補救期望有正向關係，同時也會影響對服務補救滿意度之判斷。
關鍵字	企業形象、服務補救期望、服務補救、滿意度
Title	A Study of Corporate Image, Service Recovery Expectation And Service Recovery Satisfaction
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Abstract	<p>The effect of corporate image on retention of customers has been an important issue in service marketing, but has not been discussed in depth in the area of service recovery. In general a corporate with good image should possess better satisfaction in service recovery. However, according to the theory of disconfirmation, will customers' higher expectation on a corporate with good image lead to a lower service recovery satisfaction?</p> <p>The study used experiment method to examine a total of six experiment cells, combination of two corporate images and three types of service recovery programs. The result showed that corporate image and expectation on service recovery are positively related and can influence one's judgment on service recovery satisfaction.</p>
Key Words	corporate image, satisfaction, service recovery expectation, service recovery program.