

題目	通路成員交易公平性、關係品質與關係績效之研究—以北台灣零售業為例
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摘要	以往公平性的概念多從組織行為的觀點，近年由於服務業的興起，此概念逐漸被擴大應用於組織外部的消費者面，但在通路的領域仍缺乏相關的研究。本研究以 407 家非連鎖產業之零售商為研究對象，應用結構方程式模型探討通路成員間交易公平性對於關係品質與關係績效之影響。研究結果發現，通路成員間交易之公平性(分配公平性、程序公平性與互動公平性)對關係品質與關係績效均有顯著之影響，顯示公平性在供應商與零售商交易時扮演著重要的角色，其中分配公平對關係品質的影響最高，其次為程序公平，再其次為互動公平；亦即零售商最在乎本身投入與所獲報酬之比例，最後才是與供應商第一線人員間的互動，而關係品質在公平性及關係績效之間扮演著中介的效果。本研究並針對研究發現在理論與實務之涵義進行討論。
關鍵字	公平性、關係品質、關係績效、零售業、線性結構方程式
Title	Justice, Relationship Quality and Relationship Performance in Transaction of Channel Members- A Study of Retailing Industry in North Taiwan
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Abstract	Prior research into justice is mostly from the perspective of organizational behavior. Along with the emerging of service industry, justice has been applied not only in organizations but also in consumers. However less attention has been paid to distribution of channels. Using Structure Equation Model (SEM), this study explores the relationships among justice, relationship quality and relationship performance by sampling 407 non-franchised retailing firms in north Taiwan. The findings of the research demonstrate that justices (distributive justice, procedural justice and interaction justice) are significantly associated with relationship quality and relationship performance, showing that justices play an important role in transaction between suppliers and retailers. Of these justices, distributive justice has the highest influence on relationship quality, followed by procedural justice and then interaction justice. The results imply that the most concern of retailing firms is the ratio of output/input; the least one is personal interaction with the first-line representatives of suppliers. Relationship quality mediates between justice and relationship performance. Theoretical and practical implications of the findings are discussed.
Key Words	Justice, Relationship quality, Relationship performance, Retailing industry, SEM