題目	運用多屬性態度模式探討商店印象與顧客忠誠度之關係—以平價連鎖現煮咖啡為例
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摘要	隨著國民開始注重休閒的消費習慣和外食族的增加成為了平價咖啡成長的動力，在 85 度 C 和 City Café相繼掀起平價咖啡的旋風後，更使得現煮咖啡成為能在城市裡隨手取得的飲品，但不同的使用習慣與對咖啡的不同的飲用程度，皆可能是造成消費者在商店選擇上有不同的差異。另外，過去許多研究已有探討連鎖咖啡的商店印象，但很少研究探討平價現煮咖啡商店印象對顧客忠誠度之影響。本研究採用問卷調查方式進行調查，抽樣大台北地區平價咖啡連鎖店的消費者，總計發出 300 份問卷，有效問卷 241 份，有效回收率為 80.3%。統計分析結果發現：(1)消費者的咖啡飲用程度不同，在商店印象重視度與滿意度皆達顯著性差異，輕度飲用者與中度飲用者較重度飲用者更重視實體和價格因素；(2)消費者對咖啡的使用習慣不同，在商店印象重視度達顯著性差異，大多外帶與兩者皆有的消費者比大多內用更重視便利性；(3)商店印象對顧客忠誠度有顯著的正向影響，並發展與驗證了連鎖平價咖啡商店印象與顧客忠誠度的成功模式。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	平價咖啡連鎖店、商店印象、顧客滿意度、顧客忠誠度、消費者行為中原企管評論
Title	Applying Multiattitude Model to Study the Relationships between Store Image and Customer Loyalty: An Empirical Study of Parity Chain Coffee
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Abstract	People enjoying leisure-oriented consumption and the increase of fast-food push parity coffee becoming popular. Espresso types of Cafe consumption are booming along with the development of coffee chain stores, such as 85℃ and City Cafe. People with different coffee consumption habits might drive different choice in coffee stores. In addition, there are many studies on store image, however few studies explore the influence of store image on customer loyalty in parity chain coffee market. We surveyed 241 customers from 5 parity chain coffee stores in Taipei. 300 questionnaires were sent to collect data; effective questionnaires were 241, and collective rate was 80.3%. The results show that (1) there are significant differences between store image and coffee-consumption-level groups. Mild and moderate drinkers pay more attention on the physical environment and price than those of heavy drinkers; (2) different coffee consumption habits showed significant differences in store image. Consumers who prefer take away and both take away and eat inside emphasize on convenience; (3) store image factors had a significantly positive effect on customer loyalty and development. This study examines the relationship between store image and customer loyalty for chain parity coffee. Theoretical and practical implications are discussed.
Key Words	Parity Chain Coffee, Store Image, Customer Satisfaction, Customer Loyalty, Customer Behavior