零售業服務品質之研究：以台北市百貨公司為例

The global retail industry is becoming more competitive than ever. Because of the trend for globalization, the differentiation of the commercial products is getting smaller and smaller. Under the trend, enterprises are forced to provide the extra value to customers to maintain their competitivity. Therefore, some scholars and managers are dedicated to study customer relationship management as a strong service quality is the key to success. The study focused the attention on the Taipei department store market, and selected the mixed service quality variables as the basis of market segmentation. After taking above step, we tried to investigate the characteristics of service quality, information sources among different submarkets, in order to obtain more information about the consumer behavior and it can give appropriate advice in accordance with the results. The subjects of analysis are those who live in Taipei City, have been purchased by Department store. This research is done firstly by stratified random sampling Proportional allocation to collect information. By cluster analysis the data, we can divide the department store market into three groups. Group 1 lay stress on reliability. Group 2 lay Stress on problem/physical. Group 3 enjoy the convenience. The research findings indicated information sources are significant differences in TV, newsprint, magazine , bus, outdoor, network, shop sell advertisement.