

服务供应链管理、顾客满意与企业绩效

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Service Supply Chain Management, Customer Satisfaction and Business Performance

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摘要 本研究构建了服务供应链管理活动同顾客满意及企业绩效间的结构方程模型,并以来自中国民航服务业的数据进行了实证分析。结果显示服务企业的领导力不仅对服务供应链的战略管理和运作管理活动有正影响效应,还对企业服务信息系统的构建有积极影响;企业文化对企业战略层面的服务供应链管理计划、协作关系的构建、整合服务资源等服务供应链战略管理活动有显著影响;服务供应链战略管理活动、运作管理活动和顾客信息系统的构建通过有效提升顾客满意感、可以增加企业绩效。

关键词: [服务业](#) [供应链管理](#) [顾客满意](#) [企业绩效](#)

Abstract: This study examined the impact of the service supply chain management activities on customer satisfaction and business performance used the data from aviation service industry. The structural equation modeling approach has been employed to analyze the research model and hypotheses. The results show that service leadership factor is the most important driver among the service supply management activities. The management activities such as strategic plan, process activity, and construction of the customer information system significantly influence customer satisfaction. In addition, customer satisfaction significantly related to the business performance.

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