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双归属维度的顾客信任与顾客价值的关系研究

付晓蓉, 唐小飞, 阳知妹

西南财经大学 工商管理学院, 四川 成都 610074

The relationship between double-ownership customer trusts and customer value

Fu Xiaorong, Tang Xiaofei, Yang Zhimei

School of Business Administration, South Western University of Finance and Economics, Chengdu 160074, China

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摘要 客户价值管理是企业管理的核心,客户价值的提升取决于客户信任的水平。现有文献表明客户信任有两个归属维度,即员工信任和企业信任。其中员工信任在服务企业中占据有十分重要的地位。本文从客户价值与客户信任间关系入手,以客户信任的双归属维度为研究视角,运用结构方程模型证明了不同服务情境下两种归属维度的客户信任对客户价值的影响,并就服务企业如何充分利用不同归属维度的客户信任来实现客户价值的最大化提出了政策性建议。

关键词: 双归属维度的客户信任 客户价值 关系型服务 交易型服务

Abstract: Customer value management is the core of enterprise management. The improvement of the customer value is determined by the level of customer trust. The existing researches show that there are two ownership dimensions of customer trusts, that is, staff trust and firm trust. The former occupies the most important position in the service industry. From the perspective of double-ownership trusts, the relationship between the customer trust and the customer value in different service contexts is attempted to analyzed. It is found that staff trust is more important than the firm trust in terms of the relationship in service; however, in the service on transaction, the firm trust is more important. It is concluded that for the different enterprises, different trusts should be properly utilized so as to maximize the customer value.

Keywords: customer trust with double ownership customer value service on relationship service on transaction

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About author: 付晓蓉(1973-),四川简阳人,副教授,硕士生导师,研究方向:客户关系管理。唐小飞(1974-),四川宜宾人,副教授,博士生导师,研究方向:客户关系管理。阳知妹(1984-),湖北人,海南三亚学院教师,研究方向:消费者行为。

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