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經營管理學系碩士班

碩士論文

醫療機構不同修復策略與第三方介入對信任修復後結果之影響－以齒顎矯正為例

The Inference of Different Repair Strategies in Medical
Institutions and Third Parties Intervention on the Outcome of
Trust Repair: Evidence from Orthodontics

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摘要

近年來，隨著社會經濟的發展和醫療的進步，許多民眾已經會主動前往牙科診所進行口腔保健的預防、尋求齒顎矯正諮詢，另外，伴隨著人們對於外在美觀的需求，這也是近年來台灣盛行牙齒矯正風潮的原因之一。然而，面臨牙齒矯正失誤時，醫療機構應如何應對並提出補償策略，而患者的信任是否能被修復，對醫療機構所提出之補償又是否被接受。因此，本研究利用情境實驗設計並以齒顎矯正為例，來探討醫療機構不同修復策略與第三方介入對信任修復後結果之影響。

本研究以「曾經齒顎矯正過之患者」為研究對象，透過網路問卷發放模式，總共收集了 353 份問卷，研究結果發現：(1)醫療機構的信任修復方式(情感修復策略、資訊修復策略)會正向影響信任修復；(2)醫療機構的信任修復方式(功能修復策略)不會正向影響信任修復；(3)信任修復會正向影響信任修復後的結果(口碑、再購意願、滿意度)；(4)信任修復對信任修復方式(情感修復策略、資訊修復策略)與信任修復後的結果關係中有顯著的中介效果影響；(5)加入第三方對信任修復及信任修復後的結果(口碑、再購意願)之間影響具有干擾效果。

關鍵字：信任修復、信任修復策略、口碑、再購意願、滿意度

Abstract

Recently, with the development of social economy and the progress of medical treatment, many people have taken the initiative to go to dental clinics for oral health care prevention and seek orthodontics consultation. In addition to people's demand for external aesthetics, this is also one of the reasons for the prevalence of orthodontics in Taiwan in recent years.

However, in the face of orthodontic errors, some issues are raised. For example, how should the medical institution respond and propose compensation measure? Whether can the patient's trust be repaired? Whether can the compensation proposed by the medical institution be accepted? Therefore, the study applies the situational experimental design and uses the epigastric correction as an example to explore the influence of different repair strategies and third-party interventions of medical institutions on the outcome of trust repair.

In this study, patients from orthodontics are studied. Based on the online questionnaire distribution, a total of 353 questionnaires are collected. The results of the study are found as follows: (1) Two trust repair methods of the medical institution (affective repair strategy and informational repair strategy) positively affect the trust repair. (2) The trust repair method of the medical institution (functional repair strategy) does not positively affect the trust repair. (3) Trust repair positively affects the results after trust repair (word of mouth, willingness to repurchase, and satisfaction). (4) Trust repair has a significant mediation upon the relationship between the trust repair methods (affective repair strategy and informational repair strategy) and the result after trust repair. (5) Joining a third party has a moderating effect upon the relationship between the trust repair and the results after trust repair (word of mouth and willingness to repurchase).

Keywords: Trust repair, Trust repair strategy, Word of mouth, Repurchase intention, Satisfaction