

## 以動態的觀點探討大學品牌形象對學生知覺品質之影響

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### 摘 要

大學品牌形象可以分成功能性品牌形象與聲望性品牌形象。學生是學校的主要顧客，本研究希望從學生的角度，來瞭解大學的功能性品牌形象與聲望性品牌形象是否會對學生知覺品質造成影響。除了瞭解功能性品牌形象與聲望性品牌形象的主效果外，亦探討時間因素（學生年級）的干擾效果。本研究以就讀於台灣各地區大學的大學生為研究對象，一共發出1120份問卷，有效問卷為1077份，有效問卷回收率為96.16%。本研究進行層級干擾迴歸分析，發現：一、功能性品牌形象與聲望性品牌形象對學生知覺品質有顯著的正向影響。二、隨著時間的改變（學生年級的增高），會增強功能性品牌形象對學生知覺品質的影響；隨著時間的改變（學生年級的增高），會減弱聲望性品牌形象對學生知覺品質的影響。最後，提出實務意涵與未來建議。

關鍵字：大學品牌形象、知覺品質、動態觀點

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## **Exploring the Influence of a College Brand Image on Students' Perceived Quality with a Dynamic Perspective**

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### **Abstract**

A college brand image can be divided into a function-oriented brand image and prestige-oriented brand image. Students are main customers of schools, so this study uses the perspective from students to find out if a function-oriented brand image and prestige-oriented brand image cause influences on students' perception of quality. In addition of the main effect, this study also explores the moderating effect of time factor (student grade). This study uses college students all over Taiwan as research subjects. We sent out a total of 1120 questionnaires and 1077 valid questionnaires were returned; resulting in a valid collection rate of 96.16%. This study performs Hierarchical Moderator Regression Analysis (HMRA) and finds that (1) function-oriented brand image and prestige-oriented brand image have significant and positive influences on students' perception of quality; (2) as time changes (as the student's grade will be higher), it will strengthen the influence of a function-oriented brand image on students' perception of quality; as time changes (as the student's grade will be higher), it will weaken the influence of the prestige-oriented brand image on students' perception

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of quality. Finally, we put forward practical implications and suggestions to future research.

Keywords: college brand image, perception of quality, dynamic perspective