

原始問卷及來源	中文	修改成本研究適用
<p><b>Word-of-mouth marketing</b>  <u>In-person WOM</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  How likely would you do these things?  1. Recommending bbrandN to other people  2. Talking with others about bbrandN  3. Defending bbrandN when others speak poorly about it</p>	<p><b>口碑行銷</b>  <u>個人口碑行銷</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  您做這些事情的可能性有多大？  1. 將 bbrandN 推薦給其他人。  2. 與其他人談論 bbrandN。  3. 當別人對 bbrandN 的評價不佳時為之辯護。</p>	<p><b>口碑行銷</b>  <u>個人口碑行銷</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  您做這些事情的可能性有多大？  1. 我會願意將海底撈推薦給其他人。  2. 我喜歡與其他人談論海底撈。  3. 當別人對海底撈的評價不佳時，我會為之辯護。</p>
<p><u>eWOM</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  How likely would you do these things?  4. Expressing your opinion about bbrandN online.  5. Sharing ideas for new products and experiences of bbrandN online.  6. Participating in a discussion on the brand website of b brand N.  7. Liking bbrandN on Facebook.  8. Sending or sharing online messages or promos of bbrandN to others.  9. Writing an online review about bbrandN.  10. Writing something or post a video about bbrandN online.</p>	<p><u>線上口碑行銷</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  您做這些事情的可能性有多大？  4. 在線上表達您對 bbrandN 的意見。  5. 在線上分享 bbrandN 的新產品和新體驗的想法。  6. 參加 b 品牌 N 的品牌網站上的討論。  7. 在 Facebook 上喜歡 bbrandN。  8. 向其他人發送或分享 bbrandN 的在線消息或促銷。  9. 撰寫有關 bbrandN 的在線評論。  10. 撰寫有關 bbrandN 的文章或在線發佈影片。</p>	<p><u>線上口碑行銷</u>  (Eelen, Özturan, &amp; Verlegh, 2017)  您做這些事情的可能性有多大？  4. 我會在線上表達對海底撈的意見。  5. 我會在線上分享海底撈的新口味和新體驗的想法。  6. 我會參加海底撈網站上的討論  7. 我會在 Facebook 上表達喜歡海底撈。  8. 我會向其他人發送或分享海底撈的在線消息或促銷。  9. 我會撰寫有關海底撈的線上評論。  10. 我會撰寫有關海底撈的文章或在線上發佈影片。</p>

## Reference

- Alharthey, B.K. (2018). Linking Interactive and Supportive Service Innovation with Customer Satisfaction Through Customer Value Creation. *International Journal of Marketing Studies*, 10(4), 1918-719X, 1918-7203
- Boateng, S.L. (2019). Online relationship marketing and customer loyalty: a signaling theory perspective. *International Journal of Bank Marketing*, 37(1), 226-240.
- Chuang, S.H., & Lin, H.N. (2017). Performance implications of information-value offering in e-service systems: Examining the resource-based perspective and innovation strategy. *Journal of Strategic Information Systems*, 26, 22-38.
- Chandra, T., Ng,M., Chandra,S.,& Priyono. (2020). The Effect of Service Quality on Student Satisfaction and Student Loyalty: An Empirical Study. *Journal of Social Studies Education Research*, 9 (3), 109-131.
- Eelen, J., Özturan, P., & Verlegh, P.W.J. (2017). The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand. *International Journal of Research in Marketing*, 34, 872-891. doi: 10.1016/j.ijresmar
- Lai, I.K.W. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management*, 38, 111-121. doi: 10.1016/J.JHTM.2019.01.003
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), ISSN: 2222-6990
- Izogo, E.E. (2017). Customer loyalty in telecom service sector: the role of service quality and customer commitment. *The TQM Journal*, 29(1), 19-36. doi: 10.1108/TQM-10-2014-0089
- Mensah, I., & Mensah, R.D. (2018). Effects of service quality and customer satisfaction on repurchase intention in restaurants on University of Cape Coast campus. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 27-36.doi: 10.5281/zenodo.1247542
- Mahmoud, M.A., Hinson, R.E., & Anim, P.A. (2017). Service innovation and customer satisfaction: the role of customer value creation *European Journal of Innovation Management*, 21(3), 402-422. doi: 10.1108/EJIM-09-2017-0117
- Ratnayaka, R.M., Kumara, P.A.P.S., & Silva, M.W.S.W. (2019). Impact of Organizational Citizenship Behavior on Perceived Service Quality in Hotel Industry. *Journal of the University of Ruhuna*, 7(1), 25-42. doi: 10.4038/jur.v7i1.7932 ISSN: 2659-2053
- Vu,T.P., Grant, D.B .,& Menachof, D.A. (2020). Exploring logistics service quality in Hai Phong, Vietnam. *The Asian Journal of Shipping and Logistics*, 36, 54-56.

