ABSTRACT

Numerous works on relationship marketing, which have analyzed the relationship quality, are based on the unreasonable assumption that quality remains unchanged over time. However, this study develops a relationship quality incorporating service quality, trust, and commitment into a dynamic model.

A dynamic model based on time dimension is formed on the relationship quality development process. The parameters of dynamic model will be estimated by Bayesian method and state space model. Empirical test uses the longitudinal data collected from the customers of department store during one year period. The results show that the directly impact of service quality on trust and commitment and indirectly impact on relationship quality over time would be discussed by this study and then the evolution of relationship quality is also presented.

This investigation provides a starting point for studying the dynamic perspective which thought process is first currently emphasized on the relationship marketing research.

Keywords: relationship quality, service quality, trust, commitment
2.1.3 The dynamic model of service quality

2.2 Trust

2.2.1 The nature of trust

2.2.2 Defining trust

2.2.3 Dimension of trust

2.2.4 The evolution of trust

2.3 Commitment

2.3.1 Defining commitment

2.3.2 Dimension of commitment

2.3.3 The evolution of commitment

2.4 Relationship quality (RQ)

2.4.1 Relationship

2.4.2 Relationship quality

3. Research proposition

3.1 The impact of service quality on trust

3.2 The impact of service quality on commitment

4. Methodology

4.1 Towards the theoretical model

4.2 The Bayesian approach to statistics

4.2.1 Applied Bayesian theory to estimate the parameters of and

4.2.2 Applied state-space model to estimate the parameters of and

4.3 Study Design

4.3.1 Item generation and refinement

4.3.2 Sample

4.3.3 Scale development and analysis

5. Empirical analysis

5.1 Parameters estimation

5.2 The empirical results

6. Conclusion

6.1 Managerial implication

6.1.1 The relationship of SQ and trust over time

6.1.2 The relationship of SQ and commitment over time

6.1.3 Relationship quality evolution cycle

6.2 Contribution

6.3 Research limitations

6.4 Directions of future research

References

Appendix 1: Mathematics

Appendix 2: The programs and outcomes of 10 periods RQ

Appendix 3: The output of EViews: Parameter estimation ()

Appendix 4: The output of EViews: Parameter estimation ()

REFERENCES


