Perceived Value on Customer Loyalty: The Mediation Effect of Relationship Quality

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ABSTRACT

The validity for theory of relationship quality within the multi-level marketing service industry was addressed, the present study examined whether satisfaction and trust, respectively, and customer perceived value correlated positively with customer loyalty. Data were obtained from 249 customers from E Excel international company. In this study, constructs were with source (e.g., customer rated their perceived value and relationship quality in T1, while customer loyalty rated in T2). To enhance the clarity of the causal relationship among variables of the present study, questionnaires were distributed at two time points. Results indicated that customer perceived value was positively related to relationship quality, which in turn increase the likelihood of customer loyalty, and that two indirect effects supplemented the direct effect of customer perceived value on customer loyalty, the mechanisms of satisfaction and trust.

Keywords: Perceived value, Customer Loyalty, Customer satisfaction, Customer trust, Relationship quality

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二、英文部分


