The purpose of this research is to study the correlations between level of customer satisfaction and customer loyalty to real estate agent. Prospectively the outcome of the research is able to be a valuable reference for real estate brokers to create high customer satisfaction, and to support others' researches in related field. The study proves assumptions of this research as: There is difference appeared when variation of customer satisfaction of real estate agent derived from “the role of supply-demand in brokerage contracting” within customer’s attributes. Otherwise, it is no any obvious difference. There is proportional relation between customer satisfaction and “re-authorizing of trading or leasing” as well as “willing to recommend to relatives and friends”. Another clear visible positive correlation is “customer satisfaction” of real estate agency against “customer loyalty”—it means more the customer satisfies agent’s service, more the customer is loyal to the agent. The research has also discovered: 「quality of service」is the major factor that influences level of satisfaction. 「Perceived price」is quite concerned with customer satisfaction.

Keywords: Real Estate Agent (Broker); Customer Satisfaction; Customer Loyalty; Customer Attribution; Service Quality; Perceived Price.
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