The Study of the Asset Specificity and Service Quality affecting Audiences Satisfaction and Loyalty—A Case Study of VOH

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ABSTRACT
Radio stations broadcast thru radio wave to the public. As a low contact service, to achieve satisfactory service quality is not easy. Specificity, since the opening of market in mainland China, people are eager for all sorts of novelty knowledge. To what extend of the service quality should radio stations provide in order not to loss the existing listeners? And, how to enhance the characteristics of asset specificity to achieve higher satisfaction and loyalty? By referring to the pass researches, this study intends to construct a complete model, in which key factors of influences can be identified for radio station's future strategic planning; such as service quality, and characteristic of asset specificity, satisfaction, and loyalty. By route analysis, this study can confirm that all hypotheses are valid with the following description: 1. Quality service provided by radio station is positively related to the satisfaction. Meaning, if the radio station can offer a fine quality service platform, the listeners' satisfaction will be lifted. 2. Quality service is positively related to the listener's trust. Meaning, when radio station is improving its service quality, listener's trust will increase at the same time. 3. Asset Specificity is positively related to the listener's satisfaction. Meaning, if the radio station can provide better, more diverse, and more professional programs thru better reception and clarity of the radio signal, then the listener's satisfaction will be enhanced. 4. Asset Specificity is positively related to the listeners' loyalty. Meaning the higher the asset specificity, the higher the listeners' loyalty. 5. Listeners' trust and satisfaction are positively related to each other. Meaning, Trust is one of the key factors for building satisfaction. 6. Listeners' trust and the loyalty are positively related to each other. Meaning the higher the trust, the better the loyalty, and therefore the positive referrals. 7. Listeners' loyalty and satisfaction are positively related to each other. This statement indicates that in order to achieve high loyalty, high satisfaction level must be ensured, while the satisfied listeners will conduct loyal behaviors such as continual reception of the programs and positive referrals to others.

Keywords : Service Quality ; Asset Specificity ; Trust ; Satisfaction ; Loyalty
誠度衡量方式
表2-1顧客滿意度與忠誠度關係
表3-1服務品質衡量問項
表3-2資產專屬性衡量問項
表3-3信任衡量問項
表3-4滿意度衡量問項
表3-5忠誠度衡量問項
表3-6服務品質因素分析結果
表3-7資產專屬性因素分析結果
表3-8信任因素分析結果
表3-9滿意度因素分析結果
表3-10服務品質因素分析結果
表3-11服務品質因素分析結果
表3-12資產專屬性因素分析結果
表3-13信任因素分析結果
表3-14滿意度因素分析結果
表3-15服務品質因素分析結果
表3-16資產專屬性因素分析結果
表3-17信任因素分析結果
表3-18滿意度因素分析結果
表3-19服務品質因素分析結果
表3-20資產專屬性因素分析結果
表3-21信任因素分析結果
表3-22滿意度因素分析結果
表3-23服務品質因素分析結果
表3-24資產專屬性因素分析結果
表3-25信任因素分析結果
表3-26滿意度因素分析結果

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二、英文部分