A Study of the Relationships Between Customer Perceptions of Value and Customer Satisfaction, Loyalty and Retention

Liu Jiali, Zheng Huqing
E-mail: 9601327@mail.dyu.edu.tw

ABSTRACT

The marketing managers' mission is creating customers' perceived value of the company's products, building customers' perceived satisfaction and loyalty to the company, then keeping customers so they buy more products from the company. This research aims at discussing the effects of customers' perceived value of the company's products on customer satisfaction and customer retention and customer loyalty through an empirical study of the Kojen Language School in Taichung. A questionnaire survey was used as a major research method. 241 valid samples were obtained by stratified sampling. Data were analyzed by descriptive statistics, T-test, Factor analysis, Reliability, and one-way ANOVA. Five major findings came from the analysis: (1) the greater the degree of a customer's perceived value, the greater is that customer's satisfaction; (2) the greater the degree of a customer's satisfaction, the greater is the degree of a customer's retention; (3) the greater the degree of a customer's satisfaction, the greater are the chances of customer loyalty; (4) the greater the degree of a customer's perceived value, the greater is that customer's loyalty; and (5) customer loyalty does directly affect customer retention.

Keywords: customer value, customer satisfaction, customer loyalty, customer retention, cram school, language school

Table of Contents

I. 中文部分
II. 英文部分
I. 台中市政府私立短期補習班班主任座談會暨公共安全研習會活動手冊
II. 李孟淵 (2002), 消費者滿意度、涉入程度對其忠誠度影響之研究-以台北市咖啡連鎖店為例，交通大學管理科學系碩士論文。
III. 李季隆 (2004),「服務品質、顧客價值、顧客滿意度與行為意圖之關聯性探討-以屈臣氏連鎖藥妝店為例」，國立高雄第一科技大學行銷與流通管理研究所碩士論文。