ABSTRACT
It is very important that whether the franchisees feel satisfied about their partner relationship with franchisor or not. That feeling will affect the operation of the chain of franchise. This research will try to find the how the three factors: trust, communication and organizational distance that affect the partnership. This research used the SEM to test the model and was conducted by the questionnaire survey method. This survey is targeted at the franchise in food and beverage franchise system in Taiwan. The main content of the questionnaire survey included trust, communication, organizational distance, partner relationship and basic background. SPSS 10.0 and LISREL 8.30 were used to process and analyze the gathered data. This research adapts structure equation to analyze data model, and also uses questionnaire to analyze in reality, sample mainly in Taiwan franchise industry; questionnaire includes the credibility from franchisees to franchisers, communication extent, organizational distance, partnership operation satisfactions and basic sample data, food industry category. Predict the relationship among those item above from this questionnaire. The major findings are that trust, communication would affect the partnership but the model can't be explained perfectly. Those data can be the index to the franchiser and they can improve the management system by reading those data. Then the franchise system will be more successful.

Keywords : organization distance; communication; trust; partnership performance; food and beverage franchise system