ABSTRACT
The purpose of this study is to verify public relations practitioners using different public relationship strategies, including communication strategies and relationship strategies, whether or not to influence the relationship quality between public relations practitioners and customers and customers' loyalty to PR agencies. This study is based on questionnaire and takes the snowball sampling to contact practitioners. This study collects data in those firms which commission PR agencies to plan and execute PR activities, and 152 questionnaires are collected. According to the statistical materials, both communication strategies and relationship strategies have significant effects on relationship quality. Relationship quality has medium effects in the relation between communication strategies and customers' loyalty; and has medium effects in the relation between the humanness parallel intercourse strategies and customers' loyalty.

Keywords: public relationship strategies; communication strategies; relationship strategies; relationship quality; customers' loyalty; public relations agencies