

The Study of The Relationship among Service Quality, Corporate Image, Price Consciousness, Customer Satisfaction

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ABSTRACT

The purpose of this research is to explore the relations between the service quality, corporate image, price consciousness and customer satisfaction in cram school business. The research objects focused on the parents whose children are both learning in elementary schools and cram schools located in Taichung area. This research gave out 500 copies of questionnaire, a total of 467 copies were returned with 451 valid copies, a received rate of 90.2%. The empirical test used simple linear regression analysis and general linear model to validate the research hypotheses. The results of this thesis research indicate that: 1. The service quality positively influences the customer satisfaction. 2. The corporate image positively influences the customer satisfaction. 3. The price consciousness negatively influences the customer satisfaction. The outcome of these results allows us to deliver suggestions for management practices and future researches, and expect to offer these results as reference to managers of cram school business.

Keywords : service quality、corporate image、price consciousness、customer satisfaction

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