

The Comparing and Studying on the Relationship of Customer Satisfaction and Switching Intention : The Famous Telecommuni

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ABSTRACT

As technology constantly be in progress with the times, people's life style is also gradually changing, the communication between the many people rely on many of the technology products, especially mobile phones are particularly popular with widely applied to the daily lives. By determinant factors of relationship, satisfaction and switching intention, to improve service quality and meet customer needs, to help companies get access to customer trust and thus profit. In this paper, according to determinant factors of relationship, satisfaction and switching intention of the literature review, the proposed concept of a research framework and wish to verify the hypothesis, and illustrate the definition of variables and their measure the indicators; for survey responses to be described, and then by data of the nature of the decision of its analysis, and conducting validity and reliability of the test. Finally, the study by theoretical and empirical analysis to affirm the determinant factors of relationship, satisfaction and switching intention exist in highly relevant, but also further understanding of its relations. Indeed, telecommunications companies will help both sides improve their service quality and improvement targets; Therefore, sustainable growth of enterprises speaking, improve service quality, customer satisfaction and truly captures the heart more is the core competitive edge of its development.

Keywords : determinant factors of relationship、satisfaction、switching intention

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