

A comparison on the influence among brand reputation , customer satisfaction and trust to customer Loy

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ABSTRACT

Dining industry changes the relationships between sellers and buyers dramatically. The new properties of dining industry offer customers added values. New customer value propositions have to be established in most markets and new marketing strategies must be formulated. How can banks retain loyal customers when moving into dining industry? Research in marketing has unveiled several determinants of customer loyalty. However, this knowledge is based on research on customers in traditional markets. In this paper we focus on customers ' loyalty in dining industry. The findings indicate that determinants of loyalty in dining industry , customer satisfaction is found to have the most significant impact. The implications of these findings on dining industry marketing strategies are discussed. Data were collected from customers from 311 biotechnology industries. Analytical Software is SPSS, and those hypotheses have significant correlation.

Keywords : Brand reputation、switching cost、perceived risk、trust、loyalty、Dining industry

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