

The effect of locus of control、 shared responsibility and emotional response on loyalty for customer

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ABSTRACT

This research was mainly extends in 2002 Bradley, Graham L., and Beverley A. Sparks argument (service inside and outside controlled personality special characteristic) and the Lawler's society exchanges the viewpoint, explained that which one controlled from the inside controls customer of the personality locus of control with outside to have in the service environment shared responsibility, and forecast that on service result's inalienable, will control from the inside the customer to produce so-called shared responsibility, and achieved the forward emotional in the service result, will control from the inside the customer to increase the loyalty to the service provider. But how can this research time help to style hair the Sharon entrepreneur to understand can cause the customer to become styles hair the Sharon industry loyal customer. This research is uses the quantification method to conduct this research the material analysis, " both banks style hair inside and outside the Sharon industry customer to control the personality special characteristic, to share the responsibility and research of the mood reaction pair loyalty influence " carry on investigation of the questionnaire, and styles hair Sharon industry take both banks the customer as the research object, discusses variable each between whether to have the relevance. This research picks the random sampling, is by provides way of the questionnaire in Taiwan and Shanghai to conduct the research, the sum total altogether obtains 392 questionnaire, effective questionnaire altogether 372The share, the returns-ratio is 98%; And examines the supposition relations by the AMOS structure equation. But the findings indicated that controls from the inside the customer to serve in the environment to be willing to share the responsibility, and has is responding to it mood, but this type's customer to styles hair Sharon also to have the high loyalty.

Keywords : 內外控人格特質、分擔責任、情緒反應、忠誠度

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