

# The Image of CPA Firm between Trust Relationship and Service Demands Intention

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## ABSTRACT

The purpose of this study is to examine the relationship between CPA firm and customer to establish a trusting relationship, to improve between CPA firm's image. The survey research object is company's accounting department. Results indicated that CPA firm should be increased to be related to relational benefits, trust. By the way of ANOVA, correlation and regression, the research finds indicated that: 1. Accounting firm's corporate image and trust between a positive impact. 2. The accounting firm's clients will trust the future demand for services will be affected 3. Accounting firm's corporate image of the future services will be able to influence the situation 4. Trust in the accounting firm's corporate image and the relationship between demand for services will have some intermediate results exist.

Keywords : corporate image、trust、service demands intention

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