

The Study of the between Improving Brand Image of the Travel Industry and the Customer Loyalty

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ABSTRACT

Tourist industry has been rising in Taiwan, the government try to improve and plan which the tourisms' software and hardware actively. They encourage the tourist industry upgraded and has devoted to develop many kinds of travel activities that it open the vigorous development of tourist industry. The tourism industry is the supplier of service. The tourist industry of the prerequisite owns the brand. The image of the brand that would be affected the customers' choice. The grand total provides 400 questionnaires, recycling effective questionnaire 317, the effective questionnaire recycling a rate 79.25%. The research used SPSS as statistical analysis tool for the sample data that the reliability and validity analysis, descriptive statistics, independent sample t-test, and regression analysis. The empirical results have found the following: Brand image of functionality has shown positive and clearly effects for customer loyalty. Brand image of non-functionality has also shown positive and clearly effects for customer loyalty. In other words, it would be getting the customer loyalty higher that supplies the quality better. It help customer to solve the problem of product or service and the brand satisfied psychological needs of customer. Or the product and service that satisfied customers' consciousness of fun, simulate of cognition, and require of variation etc. They would be increasing customer loyalty.

Keywords : tourist industry、 brand image、 customer loyalty

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