

A study of the relationships among service quality, customer satisfaction and customer loyalty : 以氣氛為干擾變項 / 邱秀

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ABSTRACT

From then until now, there were a lot of issues and researches discussing service quality, customer satisfaction and customer loyalty. However, atmosphere variable has become an important part in the process of the service quality encounter and service quality delivery in marketing researches recently. This research chose atmosphere as a moderator variable and analyzed the relationship between service quality, customer satisfaction and customer loyalty. This study focuses on the customers of fast food chain store such as MacDonal and MOS Burger in Taoyuan region as experience and demonstration object, there are total amount of 500 pes of questionnaire being provide and there are 436 pes of questionnaire retrieved. Adopting SPSS10 and AMO19 as tools to analyze the data from the consumers to understand the relationship between different constructs, and this research has a significant discover as the following: (1)The service quality and customer satisfaction has outstanding influence. (2) The service quality and customer royalty has outstanding influence. (3)Through the intermediary effect of customer satisfaction, the service quality and customer loyalty has outstanding influence as well. (4)The atmosphere to service quality and customer loyalty has outstanding influence. (5)The atmosphere to customer loyalty has outstanding influence. Through the result of the experiment, this research brings up some ideas and advices of strategy development and administration to the managers and owners: The fast food chain stores should provide variety service quality and make sure the atmosphere is good to the customers. It means to provide more utility to them at the same price level, so that we can raise and enhance the customer satisfaction and customer loyalty.

Keywords : service quality、customer satisfaction、customer loyalty、atmosphere

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