

# A study of the relationships among enterprise image, service quality, customer satisfaction and behavioral intention /

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## ABSTRACT

The purpose of this research was to study about “ A study of the Relationship among Enterprise Image, Service Quality, Customer Satisfaction and Behavioral Inten-tion-Enterprise Image as a Interference Variable ”, the data were obtained by question-naires, the sample chosen from the customers who stay in the tourist hotel in Taoyung during July and August in 2011, using SPSS 12 and AMOS 18.0 to analyze collected data. Statistical methods, such as descriptive statistics, exploratory factor analysis, con-firmative factor analysis, as well as structural equation modeling (SEM) were supposed to test the variable of the significant path coefficients. The signficance was to verify the relationship among enterprise image, service quality, customer satisfaction and beha-vioral intention. The results showed that enterprise image and service quality had positive and di-rectly significant effect on customer satisfaction; and service quality had positive but indirect effect through customer satisfaction on behavioral intention; Enterprise Image had positive and direct significant effect on service quality and behavioral intention, al-so has a Interference effect between service quality and customer satisfaction; Customer satisfaction had positive and direct influence on behavioral intention. The result of the overall model fit supported the proposed structural equation mod-el of a study of the relationship among enterprise Image, service quality, customer sa-tisfaction and Behavioral Intention. Theoretical and managerial implications, and sug-gestions for further studies are presented in final session.

Keywords : enterprise image、 service quality、 customer satisfaction、 behavioral in-tention

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