

The effects of service failure on consumers' switching intention : 以品牌知名度為調節變數 / 鍾郁芬 撰 .- 彰化縣大

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ABSTRACT

This study investigated the relationship among brand awareness, service failure, and customers' switching intention. Data were collected via a questionnaire survey administered to people who live in central and northern Taiwan and have participated in package tour before. A total of 412 valid responses were collected. The valid response rate was 89.4%. The main conclusions were as follows: 1. Service failure was positively related to customer switching. 2. Brand awareness was negatively related to customer switching. 3. Brand awareness partially moderated the relationship between service failure and customer switching in a positive direction. Based on research results, this study also proposed suggestions for the practice and future research.

Keywords : Service Failure

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