

A study of customer relationship management to service quality and customer loyalty : 以中部健身房俱樂部為例 / 張秀娟

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ABSTRACT

Because of implementation of weekend and conceptual diffusion of health, there is a tendency for people to participate leisure activities. Fitness industry evolves as time goes by and becomes more popular among its members. How to keep a good interaction between owner and members, build up a mutual trust, and improve service quality in order to increase the extent of customer's satisfaction have become one of the most important issues of customer relationship management. This research has three goals. Firstly, investigate how customer relationship influences service quality. Secondly, investigate the influence of service quality and customer's loyalty. Lastly, investigate the influence of customer relationship management toward customer loyalty. A questionnaire survey was adopted in this research. The research subjects were members of central Taiwan fitness clubs. There were 310 valid questionnaires. Data analyses were based upon SPSS (ver.18) and Amos (ver. 18) to verify research hypotheses. The research findings are as follows: 1. There is a positive influence of customer relationship management toward service quality. 2. Service quality has a positive influence toward customer loyalty. 3. Customer relationship management has a positive influence toward customer loyalty. After finding the facts of impacts of customer relationship management on service quality and customer loyalty, the researcher proposed several feasible suggestions. Owners of fitness industry must improve service quality so as to increase customer loyalty. As customer satisfaction is increased, customer loyalty toward fitness clubs develops. Finally, new customers increase and current customers are kept so that business profit is guaranteed.

Keywords : customer relationship management、 service quality、 customer loyalty

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