

The Customer Faith to Audit Influence of the Quality

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ABSTRACT

The purpose of this study was to examine the relationship between customer trust with accounting staff ' s. Two hundred and seventy-seven anonymous surveys from accounting firms and two hundred and fifty-two anonymous surveys from its customer in Taiwan were analyzed to examine the research problem. Research methods of reliability analysis, correlation analysis and multiple regression analysis. Results indicated that Audit quality and two proxy variable was related to customer trust. Further proposed the study limitations and suggestions implications of these findings are discussed.

Keywords : Customer trust、 Audit quality、 Firm scale、 Auditor Tenure

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