## A Study of the Impact on Customer Persived Value, Satisfaction, and Complain - Handling to Customer Loya

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## **ABSTRACT**

This study illustrates the beauty salon industry, customer perceived value will affect their customer satisfaction, customer complain-handling will affect its customer satisfaction, customer satisfaction will affect their loyalty, and customer complaints will affect customer loyalty. This study aims to help the beauty salon industry in a better understanding of how to increase their customer loyalty. This study uses quantitative approach to analyze cross-strait beauty salon industry customer perceived value, satisfaction, and complaints handling to customer loyalty in both sides of the beauty salon industry. It conducted by distributing a random sampling of questionnaires in Taiwan and Shanghai. A total number of 500 and 494 questionnaires were distributed and returned (98 percent return rate). Structural equation modeling was used to test the hypothesized relationship. Results found a positive impact of customer perceived value on satisfaction, a positive impact of customer complaints handling on satisfaction, a positive impact of customer satisfaction on loyalty, and a positive impact of customer complaints on customers ' loyalty.

Keywords: Perceived Value, Satisfaction, Complain-Handling, Loyalty

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