

A Study on Cross-Strait Chain Restaurant Service Quality、Perceived Value and Customer Satisfaction to Purchase Intentio

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ABSTRACT

As the economic growth of China, coupled with a large population, China has gradually formed a huge market and has attracted Taiwanese restaurant business to set up branches in China. To succeed in the Chinese market, we must fully understand the demand differences across the Strait under cultural and environmental differences, and provide localized services to meet customers' perceived value and customer satisfaction in order to enhance customer purchase intentions. This study uses quantitative methods to carry out the analysis through the questionnaire survey. Based on the customers in cross-strait chain restaurants, this study explores whether there is any correlation among tested variables. Based on customers in Taiwan and Shanghai, this study adopts random sampling to have collected and analyzed 500 valid questionnaires. The findings reveal that the quality of service has a more positive impact on customer satisfaction than the perceived value in the service environment, and that this type of customers also has a higher purchase intention toward the chain restaurants.

Keywords : Service Quality、Perceived Value、Customer Satisfaction、Purchase Intentions

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