

# The Study for the Influence of Loyalty on Service Quality, Relationship Quality and Perceived Risk :An Example of Shoppi

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## ABSTRACT

For enterprises maintain their competitive advantage in the market, customer loyalty is an important issue. There are many factors that affect customer loyalty. This research is trying to contribute to existing research, related to the constructs of service quality, relationship quality and consumers' perceived risks. Moreover, in consideration of developing and interflowing economics and markets between China and Taiwan, this research will try to exam and hypothesize whether service quality, relationship quality and consumers' perceived risks have more specific influence on customer loyalty in shopping centers between both China and Taiwan market. The data collected questionnaires in Taiwan and mainland China, the mainland released 400 copies, targeted on Shanghai area, a total of 327 were returned, a 81.75% response rate; 100% valid questionnaires. Taiwan's total disbursements to 400 copies, and a total of 365 were returned, the response rate was 91.25%, and 100% valid questionnaires. Through a literature review, data analysis, the conclusion has found: First, the both sides of the shopping center service quality has a positive impact on the customer relationship quality. Second, there was a positive impact within customer relationship quality on customer loyalty in both markets of shopping centers. Third, there was a negative impact within customer relationship quality and customer perceived risk. Fourth, there was no significant correlation on negative impact in terms of the perceived risk of cross-strait to customer loyalty relationship. Finally, the service quality of the shopping center on both sides was not significantly related to customer satisfaction.

Keywords : service quality、relationship quality、perceived risk、loyalty

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