

A Study on the Relationship among Customer Perceived Value, Relationship Quality, and Customer Loyalty

吳玉靖、童惠玲

E-mail: 374869@mail.dyu.edu.tw

ABSTRACT

The validity for theory of relationship quality within the multi-level marketing service industry was addressed. The present study examined whether relationship satisfaction, trust, and commitment, respectively, and customer perceived value correlated positively with customer loyalty. Data were obtained from 229 customers from E Excel international company. In this study, constructs were with source (e.g., customer rated their perceived value and relationship quality (relationship satisfaction, trust, and commitment) in T1, while customer loyalty rated in T2). To enhance the clarity of the causal relationship among variables of the present study, questionnaires were distributed at two time points. Results indicated that customer perceived value was positively related to relationship quality, which in turn increase the likelihood of customer loyalty, and that two indirect effects supplemented the direct effect of relationship satisfaction on customer loyalty, the mechanisms of trust and commitment.

Keywords : customer perceived value、relationship quality、customer loyalty、relationship satisfaction、MLM

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