

The Impact of First and Second Line City Resident ' s Domestic Tourism Service Quality, Perceived Value, Satisfaction ...

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ABSTRACT

The purpose of this study is to explore the existing state of urban residents travel between the tourism industry and the customer service quality, perceived value, satisfaction and loyalty , we used convenient sampling for research method, and returned the 423 valid questionnaires in total from those consumers who in Shanghai and Nanning mainland. This research adopted SPSS and AMOS statistical software and the linear structural relation model to test the verification of the research hypothesis. The results showed that (1) service quality have positive significantly influence on perceived value; (2) service quality have positive significantly influence on satisfaction;(3) perceived value have positive significantly influence on satisfaction (4) satisfaction have positive significantly influence on loyalty

Keywords : service quality , perceived value , satisfaction , loyalty , domestic tourism

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