

# The Relationships among Expertise, Service Quality, Perceived Value and Relationship Quality – Using Pharmacy as an ...

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## ABSTRACT

This study provides insights into how expertise and service quality affects consumers' perceived value and the maintenance of relationship quality. The samples were the consumers in pharmacies. Convenience sampling was used to conduct the survey for this research, 400 questionnaires were distributed and 367 of them were returned. The valid response rate is around 91.8%. Descriptive statistics, Pearson's correlation analysis and multiple regression analysis were used to analyze the data. The model was mostly supported by the data. First, the findings of the study suggested that expertise has a positive effect on relationship quality; expertise has a positive effect on perceived value; expertise has a positive effect on service quality. Second, perceived value has a positive effect on relationship quality; service quality has a positive effect on relationship quality. Finally, it was also observed that the positive effects of expertise and service quality on relationship quality are partially mediated by perceived value.

Keywords : expertise、service quality、perceived value、relationship quality

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