

RESEARCH ON RELATIONSHIP QUALITY MODEL FOR TAIWANESE INTERNET BANKING

莊景弼、翁淑緣

E-mail: 9015624@mail.dyu.edu.tw

ABSTRACT

IN RECENTLY YEARS, THE USE OF THE INTERNET FOR COMMERCIAL ACTIVITY HAS BEEN GROWING RAPIDLY, AND THERE HAS BEEN A CONCOMITANT IN RELATED INTERNET SERVICE INDUSTRIES AND IN THE NUMBER OF CONSUMERS USING THEM. THE INTERNET'S MOST IMPORTANT FUNCTION IS TO PROVIDE CONSUMERS WITH INFORMATION SERVICES. IN THE CURRENT COMPETITIVE ENVIRONMENT, THE PROVISION OF QUALITY SERVICE IS FELT TO BE THE MOST EFFECTIVE COMPETITIVE ADVANTAGES AND STRATEGY FOR ENSURING SURVIVAL AND SUCCESS. THE LITERATURE ON SERVICE QUALITY GENERALLY HOLDS EVALUATION OF RELATIONSHIP QUALITY AND FUTURE INTERACTION TO BE VERY IMPORTANT; SECURING AN UNDERSTANDING OF EXPECTED SERVICE IS THEREFORE A VITAL AND PRESSING TASK FOR THE NEW INTERNET BANKING INDUSTRY AND ITS LIMITLESS BUSINESS OPPORTUNITIES. THE AIM OF THIS STUDY IS TO INVESTIGATE SERVICE QUALITY, RELATIONSHIP QUALITY AND FUTURE INTERACTION AS FAR AS THE INTERNET BANKING IS CONCERNED. THIS STUDY UNDERTAKES A SYSTEMATIC REVIEW OF THE LITERATURE RELATING TO THE SERVICE QUALITY AND RELATIONSHIP QUALITY. THE SCOPE OF RESEARCH IS LIMITED TO SERVICE QUALITY, RELATIONSHIP QUALITY AND FUTURE INTERACTION; FOR THESE CATEGORIES OF INTERNET BANKING, AN EVALUATION OF THE RELATIONSHIP AMONG SERVICE QUALITY, RELATIONSHIP QUALITY AND FUTURE INTERACTION. THE SERVICE ATTRIBUTES CONSTRUCTED ARE THEN USED TO IMPLEMENT QUESTIONNAIRE SURVEY AND ANALYSIS. FACTOR ANALYSIS IS USED TO EXTRACT THE FACTORS INCLUDED SERVICE QUALITY, RELATIONSHIP QUALITY AND FUTURE INTERACTION. ON THE BASIS OF THESE FACTORS, FURTHER ANALYSIS IS UNDERTAKEN OF THE LEVEL OF SERVICE QUALITY, RELATIONSHIP QUALITY AND FUTURE INTERACTION. THE RESULTS OF THE RESEARCH ARE TO SUGGEST SUITABLE MODEL TO RESPONSE THE INTERNET BANKING.

Keywords : INTERNET BANKING, RELATIONSHIP MARKETING, SERVICE QUALITY, RELATIONSHIP QUALITY, FUTURE INTERACTION.

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