

The Effect of Service Quality and Price to Satisfaction and Loyalty---Using Domestic Automobile Maintenance Business as

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ABSTRACT

ABSTRACT After our country joined WTO, service industry has become the stream in Taiwan ' s industrial structure. Meanwhile, consumers become more and caring about their rights and interests. Industries have to review the relationship between consumers and themselves. Service industry is consumer-oriented. Only the industries which pay much attention to service quality can reach and even overtake consumers ' expectancy so that they can have satisfied consumers. And then, they can create benefits. This study is based on" The Conceptual Model of Service Quality" that is brought up by Parasuraman, Zeithaml, and Berry (1988). According to this model, the recognized service quality is defined to be the comparison between the expectancy of consumers and their real feelings. The questionnaire was given to the domestic automobile owners or drives who maintain their cars in domestic automobile maintenance. The relationship of service quality, price, consumers ' satisfaction and loyalty were analyzed. The major results were summarized as follows: 1. The recognized price that is accepted by clients has a remarkable effect on the whole service quality, consumers ' satisfaction and loyalty. 2. There are lots of differences between the expectancy of consumers and the reality that they meet in cars ' maintenance. There are five significant aspects: maintenance jobs completed in , sufficient service staffs, management of resentments and complaints of clients quality , service staffs professional knowledge and new technology and equipment in service company . 3. While consumers make an assessment of the service equality of a cars ' maintenance, they usually focus on four aspects: validity and service attitude, service equipments, the degree of caring, and the degree of efficiency. In other words, these four aspects are equally important, and are needed to emphasize.

Keywords : price ; service quality ; satisfaction ; loyalty

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