

A Study on the Relationships among Service Quality, Customer Satisfaction and Customer Loyalty for Taiwan Financial Hold

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ABSTRACT

The thesis is investigated the influence and relationship of service quality, customer satisfaction, and customer loyalty of life insurance companies under Financial Holding Company by questionnaires. The conceptual framework is based on Storbacka, Strandvik, & Gronroos 's " A Relationship Profitability Model ". The design of this questionnaire is based on Likert ' s five points scale analysis. We use Cronbach ' to examine the reliability of constructs. We analysis 189 qualified pcs with SPSS, and LISREL, that received from 400 questionnaires pcs. The major results of this study are: 1. The positive impact of service quality on customer satisfaction implies that the more service quality life insurance offers, the better customer satisfaction will be. 2. Customer satisfaction indeed has a significantly positive impact on relationship strength and customer loyalty in life insurance. 3. Customer satisfaction makes positive outcome with commitment. 4. Bonds makes positive outcome with relationship strength.

Keywords : Financial Holding Company ; Service Quality ; Customer Satisfaction ; Customer Loyalty

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