

The Effects of Service Quality on Customer Relational Benefits in Travel Website

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ABSTRACT

According the research result of Park and Kim (2003), they only explored that was affected all relational benefits, but didn't explored that was effected single relational benefits. According the research result of Pei Ting Lu (2003), dimensions of affected relational benefits that toward attribution. This study will explore toward dimensions of service quality affect single relational benefits. This study referred to dimensions of web-based service quality that developed from Li, Tan and Xie (2002) to be dimensions of travel website service quality, and referred to an integration of relational benefits and relationship quality model proposed from Hennig-Thurau et al. (2002) to develop framework of this study, and futher explore the interrelations among travel website service quality, customer relational benefits, e-satisfaction and e-loyalty. The results revealed: 1. Beside competence, the more responsiveness, quality of information, empathy, the more confidence benefits. 2. The more empathy, the more social benefits and special treatment benefits. 3. The more confidence benefits, social benefits and special treatment benefits, the more e-satisfaction and e-loyalty. 4. The more e-satisfaction of travel website, the more e-loyalty of travel website. 5. The more empathy, the more e-loyalty.

Keywords : travel website service quality ; customer relational benefits ; e-satisfaction ; e-loyalty

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