

The Relationship among Service Quality, Relationship Quality, and Customer Loyalty in Cram Schools

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ABSTRACT

This study investigates the customer in cram schools to explore the relationship among service quality, relationship quality, and customer loyalty. The results will be good to the management of cram schools. The results reveal that (1) service quality has positive effects on the customer satisfaction and trust; and (2) customer satisfaction and trust have positive effects on the customer loyalty. When customer evaluates his satisfaction and trust with cram schools, 'assurance and empathy' of service quality is the most important factor. When customer evaluates his loyalty with cram schools, the most important factor is satisfaction and the second is trust. Moreover, satisfaction has partial mediating effect on the relationship between service quality and customer loyalty, whereas trust has complete mediating effect. Therefore, the study suggests that cram schools should enhance their customer's satisfaction and trust by offering best service quality to improve their customer's loyalty.

Keywords : service quality, satisfaction, trust, customer loyalty

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iii
.....v	英文摘要.....
.....vi	誌謝.....vii	目錄.....
.....viii	圖目錄.....x	表目錄.....
.....xi	第一章 緒論.....
.....1	第一節 研究動機.....1	第二節 研究目的.....
.....2	第二章 文獻探討.....4	第一節 服務品質.....
.....24	第三節 顧客忠誠度.....29	第四節 服務品質、關係品質與顧客忠誠度之關係.....
.....31	第三章 研究方法.....
.....36	第一節 研究架構.....36	第二節 研究假設.....
.....37	第三節 研究變數的操作性定義與衡量.....39	第四節 問卷設計.....
.....41	第五節 研究對象與資料搜集方法.....
.....42	第六節 資料分析方法.....43	第四章 研究結果與分析.....
.....44	第一節 樣本結構分析.....44	第二節 因素分析.....
.....46	第三節 迴歸分析.....
.....52	第四節 中介效果.....59	第五章 結論與建議.....
.....63	第一節 研究結論.....
.....63	第二節 管理涵意.....64	第三節 研究限制.....
.....65	第四節 後續研究之建議.....65	參考文獻.....
.....67	附錄一：問卷.....
.....75

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