

A Study of the Influence on Repurchase Intention of Service Quality and Customer Satisfaction-Take Independent Overseas

李振利、王學銘

E-mail: 9511131@mail.dyu.edu.tw

ABSTRACT

This research studies the independent overseas traveler product by the questionnaire survey, and service quality and the customer degree of satisfaction regarding the product the relations. Analyzes 256 questionnaires using the regression analytic method to ask the volume obtained findings as follows: First, service quality in the independent overseas traveler product with the customer satisfaction reveals to the relations. Second, the customer satisfaction and independent overseas traveler product 's repurchase intention had the positive relations. Third, in the independent overseas traveler product service quality with repurchase intention has reveals to the relations. Key Words: Independent Overseas Travelers, Service Quality, Customer Satisfaction, Repurchase Intention.

Keywords : Independent Overseas Travelers ; Service Quality ; Customer Satisfaction ; Repurchase Intention

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