

The Study of the Asset Specificity and Service Quality affecting Audiences Satisfaction and Loyalty—A Case Study of VOH

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ABSTRACT

Radio stations broadcast thru radio wave to the public. As a low contact service, to achieve satisfactory service quality is not easy. Specificity, since the opening of market in mainland China, people are eager for all sorts of novelty knowledge. To what extend of the service quality should radio stations provide in order not to loss the existing listeners? And, how to enhance the characteristics of asset specificity to achieve higher satisfaction and loyalty? By referring to the pass researches, this study intends to construct a complete model, in which key factors of influences can be identified for radio station 's future strategic planning; such as service quality, and characteristic of asset specificity, satisfaction, and loyalty. By route analysis, this study can confirm that all hypotheses are valid with the following description: 1. Quality service provided by radio station is positively related to the satisfaction. Meaning, if the radio station can offer a fine quality service platform, the listeners ' satisfaction will be lifted. 2. Quality service is positively related to the listener 's trust. Meaning, when radio station is improving its service quality, listener 's trust will increase at the same time. 3. Asset Specificity is positively related to the listener 's satisfaction. Meaning, if the radio station can provide better, more diverse, and more professional programs thru better reception and clarity of the radio signal, then the listener 's satisfaction will be enhanced. 4. Asset Specificity is positively related to the listeners ' loyalty. Meaning the higher the asset specificity, the higher the listeners ' loyalty. 5. Listeners ' trust and satisfaction are positively related to each other. Meaning, Trust is one of the key factors for building satisfaction. 6. Listeners ' trust and the loyalty are positively related to each other. Meaning the higher the trust, the better the loyalty, and therefore the positive referrals. 7. Listeners ' royalty and satisfaction are positively related to each other. This statement indicates that in order to achieve high royalty, high satisfaction level must be ensured, while the satisfied listeners will conduct loyal behaviors such as continual reception of the programs and positive referrals to others.

Keywords : Service Quality ; Asset Specificity ; Trust ; Satisfaction ; Loyalty

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