

The Study of the Brand Image and Service Quality of International Credit Card Issuer Bank on the Influence of Customer

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ABSTRACT

This research inquires into the service quality and the brand image that the international credit card delivers the card bank whether just to influence the customer satisfaction and service quality whether influences the brand image of problem, with the domestic bank credit card business and credit card card holder for object, obtain 361 valid samples totally in the regions, such as Taipei, Taoyuan, Taichung and Kaohsiung...etc., identify a relation of studying the assumption by the regression analysis. The substantial evidence finds as a result: The service quality of [with] customer's feeling can be directly obvious just toward the influence customer satisfaction, the brand image, that is the service quality is more high and can promote customer satisfaction, brand image more; The whole brand image can be directly obvious just toward the influence customer satisfaction, that is the brand image is more high and can promote customer satisfaction more. Therefore, how strengthen the service improvement service quality, bring into relief the brand image of the bank special features, build up opposite hold out for long time sex competitive advantage position, promote the customer satisfaction and maintain a long-last and stable relation with customer, is each bank important topic.

Keywords : Service Quality , Brand Image , Customer Satisfaction

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