

A Dynamic Model of Relationship Quality

王朝弘、方世榮、張景旭

E-mail: 9512340@mail.dyu.edu.tw

ABSTRACT

Numerous works on relationship marketing, which have analyzed the relationship quality, are based on the unreasonable assumption that quality remains unchanged over time. However, this study develops a relationship quality incorporating service quality, trust, and commitment into a dynamic model. A dynamic model based on time dimension is formed on the relationship quality development process. The parameters of dynamic model will be estimated by Bayesian method and state space model. Empirical test uses the longitudinal data collected from the customers of department store during one year period. The results show that the directly impact of service quality on trust and commitment and indirectly impact on relationship quality over time would be discussed by this study and then the evolution of relationship quality is also presented. This investigation provides a starting point for studying the dynamic perspective which thought process is first currently emphasized on the relationship marketing research.

Keywords : relationship quality、 service quality、 trust、 commitment

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