

The Impact of Mass Customization, Logistics, Product Quality to Customer Loyalty-An Product Quality to Customer ...

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ABSTRACT

According to the data from the Department of Statistics, Ministry of the Interior, R.O.C., it showed that percentage of Elders (citizen with age of 65 and over) was only 2.5% to the general population in the year of 1951. However, it rose to 9.5% in 2004, and showed that we formally entered the “ advanced age society ” which identified by the WHO of the UN. For that, the property of the medical treatment will act the more important role comparing to other industries in Taiwan. Economic situation varies from minute to minute. It ' s the time of the supply greater than the want. Face the competition of the low price from the products made in China, the enterprises have fallen into the predicament hitherto. A lot of new production managements appear, customization or full quality management becomes one of the important topics. Near the years, the study based on the point of the sales of the enterprise, service quality and satisfied degree is stressed on how to establish and maintain the customer ' s faithfulness. The customer is the source of the enterprise ' s profit and the faithful customer is the principal cause of the long-term profit to the enterprise. The study aims mainly how a great deal of customization, logistics capability and the quality of the products to influence the customer ' s faithfulness. The result of the study displays that a great deal of customization doesn ' t make any remarkable influence to the customer ' s faithfulness in the domestic market, but it indeed influence the oversea market. The overall situation isn ' t influenced apparently. The influence on logistics capability is unremarkable no matter in the international or domestic market. But the quality of the products has an outstanding influence to the customer ' s faithfulness in the international and domestic markets. The great deal of customization, logistics capability and the quality of the products exist the remarkable connections. The enterprise should focus on the quality of the products and treat it as the primary topic. With the stable quality, fit to customer ' s needs, promote the enterprise to be as the supplier of the personalized merchandise, the enterprise can get the stable profit through the establishment of the customer ' s faithfulness.

Keywords : A great deal of customization, Logistics capability, The quality of the products, Customer ' s faithfulness

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