

Service Quality and Customer Satisfaction: The Mediation Effect of Organizational Image and Moderation Effect of ...

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ABSTRACT

Recently, the rapid economic growth also provides the rapid development chance for the service industry. The important concept of service provider is customer satisfaction. Then, the key issue of service that service quality will decide to success or failure. Besides, the service industry is not only improving service quality but also building organizational image. The one and only way of service is maintaining the relationship between organization and customer that comes from customer faith by organizational commitment. The service idea of military spare parts supply is similar to popular supply chain management. After “Jingjin Program” (The ROC Armed Forces Streamlining Program), the logistics service personnel already were compelled to slash. Therefore, the demand immediate attention for military logistic support is how to offering better service. This study based on service quality, organizational image, relationship quality and customer satisfaction that investigate relating to each other. These issues will offer important references for defense administration and future policy, and then provide a better service quality and promote combat strength in the procedure for military spare parts supply. The analytic results show that the more service quality is better and the more customer satisfaction is higher. This study use organizational image as a mediation variable, the results shown as partial mediation effect combined with the relationship between organization, function, image of product and customer satisfaction. In addition, the changes of military supply policy and information system, this study uses relationship quality as a moderation variable which has not moderation effect in the relationship between organizational commitment and customer faith to service quality and customer satisfaction.

Keywords : service quality ; organizational image ; relationship quality

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