

A Study of PR Communications Strategies on Relationship Quality - PR Relationship Strategies as Moderator Variables

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ABSTRACT

The main purpose for this research is to verify the public relation practitioners whether they would affect the relationship quality to the customers by using various public relationship strategies (includes communication strategies and relationship strategies), and the influence customer loyalty. This research is based on the survey of the 1,000 enterprises on top of all companies that have public relation department or the department as of the same function, provided from Business Weekly (Vol. 911) to be as the population in this re-search. The survey was given to the people who are responsible for the public relation af-fairs and they depend on outsourcing public relation practitioners to deploy and execute the public relation activities, there are 118 valid questionnaires in this research with a 38.1% response rate. According to literature review, the public relation strategies in this research can be seen as the independent variables, also, the relationships quality and the customer loyalty can be seen as the mediating variables and dependant variables respectively. Public relation includes communication strategies and relationship strategies. Relationships quality in-cludes satisfy, commitment and trust. This study utilized the reliability analysis, validity analysis, independent-samples T test, one-way ANOVA, correlation analysis, regression analysis and hierarchical regression analysis in order to prove the hypothesis proposed in the theoretical structure in this research. We observe the results from this research that the public relation practitioners who using the strategies such as expertise, contact intensity, cooperative intentions and symmetrical interpersonal relationships will affect the relationship quality between the public relation practitioners and customers. The relationship quality plays a significant role as a medium between the expertise and customer loyalty, contact intensity and customer loyalty, symmetrical interpersonal relationships and customer loyalty. And we also find out that there would be interferences in "the affection for expertise to relationship quality" and "the affection for cooperative intentions to relationship quality" while we manipulating the asymmetrical interpersonal relationships strategies.

Keywords : public relationship strategies ; communication strategies ; relationship strategies ; relationship quality

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