

# The causality study of consciousness cognition and customer satisfaction of service trade of real estate of Taiwan: an..

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## ABSTRACT

The customer satisfaction will become the enterprises' competition edge when the enterprise figure out that customer eventually will influence final evaluation. The service quality is most often used as the approach for studying customer satisfaction. The real estate is very worthy; nevertheless, the trade course often involves the specialized decree. Under the information asymmetry conditions, it is easy to lead to illegal behaviors, law suits as well as social costs. Under the orientation of customer first, the enterprise is conducting ethical discipline, to obtain the customers' trust, in order to provide differential service. It is critical to satisfy customer and enable the enterprise to conduct perpetually. Hence, this study establish a model of customer satisfaction with trade differentiation and restriction, to provide relevant applications and management implications for the traders, consumer and even the government and society. This research based on relevant documents, to obtain following variables as the antecedent variables for customer's satisfaction: service quality, ethics, customer's value, etc. This study takes Taiwan as the research scope; include real estate agents and brokers industry. The person who own previous experiences will be considered as our effective sample. The LISREL approach is used to investigate the causal relationships between above constructs. The study finding that: (1) In the direct effect part: the causality of the customer satisfaction to the ethics has not been supported; service quality to customer satisfaction has been significantly supported; (2) In the indirect effects part: ethics and service quality through customer value significantly influence customer satisfaction.

Keywords : ethics ; service quality ; customer value ; customer satisfaction

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