

# The Effect of Service Quality to Customer Satisfaction and Customer Retain - Brand Image as a Confounding Variable

陳添財、羅雁紅

E-mail: 9607772@mail.dyu.edu.tw

## ABSTRACT

At the time of native cars homogenizing and quality rising, it's not enough any-more to increase the competition ability in car service business by ways of price war. For the lasting operation, the business circles tend to work hard on enterprise reputation and service quality. Enterprises with better reputation need to make great efforts to gain the same customer satisfaction. In this study, we focus on the original car service factories and inquire into the difference of cognition about the service quality between different enterprise reputations. Those cognitions will result in different customer satisfaction and retaining customers. The conclusions are as follows. 1. The enterprise reputation and service quality have great influences on the customer satisfaction. 2. The service quality and customer satisfaction are very different between different original car service factories. The three biggest influences are "knowing the service factories before their consuming", "the service is better than others", and "the enterprise management is professional or not". 3. In the retaining consumers, consumers agree most with "how to satisfy the consumer's needs when they consuming in the factories" and last with "willing to buy other goods that promoted by the service factory".

Keywords : enterprice reputation ; service quality ; customer satisfactation ; customer retention

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