

# A Study of The Relationship between Customers to Service Employees' Satisfaction and Disclosing Intimacy from ...

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## ABSTRACT

With the gradual improvement of the economic environment and the internalization of the Taipei metropolitan area, the fast development of the mass transportation system renders it as an important business policy to satisfy the consumers. The research indicates that on one hand, the satisfactory degree of the consumers of Eastern and Western nationalities towards the services furnished lies in the service marketing and the establishment of good relations between the service personnel and the consumers; on the other hand, the disclosing intimacy by the consumers are originated from their satisfaction with the services. This research is to study the variables of benevolence and credibility in relation to the consumers' satisfactory degree, and the previous research has revealed the satisfactory degree that has favourable influence on the company and puts a premium on disclosing intimacy in the consumers. The research has also studied on the relations between the benevolence, credibility and customers' satisfaction of the service personnel and the satisfactory degree of the consumers to conclude and propose the incentives for consumers to disclosing intimacy. The consumers have been sampled from the Taipei Mass Rapid Transit System for tests.

Keywords : disclosing intimacy ; customers' satisfaction ; benevolence ; credibility

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