

A Study on Relationship Among Customer Satisfaction, Complaint Dealing and Customer Loyalty in the International ...

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ABSTRACT

The study aims at using Fornell et al. (1996) 's ASCI model to discuss the relationship among customer satisfaction, complain dealing and customer loyalty in the international airline company. This survey objects are customers who enplane by China Airlines included European (Aussie), American and Asian lines. A total of 600 samples were interviewed, and 550 questionnaires were collected back. Among them, 77 samples are incomplete and the rest 473 samples were completely finished as valid good, which means its useable survey rate is 78.83%. According the research, the conclusion of the research were as following below: (1) plane service, counter service, reservation service of customer satisfaction had negative significant influence on complain dealing; (2) plane service, baggage service, counter service, personnel attitude, operation efficiency, books and newspapers service of customer satisfaction had positive significant influence on customer loyalty; (3) complain behavior had negative significant influence on customer loyalty; (4) complain dealing had moderation effects between complain behavior and customer loyalty.

Keywords : customer satisfaction ; complain behavior ; complain dealing ; customer loyalty

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